

Kan Uber være en forlængelse av offentlig transport?

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Mobility Lunch | 1 November 2022

Uber



DRT operations teams face common challenges



Manage Ridership

How do I address peak hours and increasing population along with my ridership while I'm already struggling recruiting drivers?



Decrease Trip Costs

How can I decrease my cost per trip while my budget is decreasing or staying flat?



Equity & Accessibility

How to meet a commitment to meet the transit needs of the entire public, including those living in difficult to serve areas (low density)?

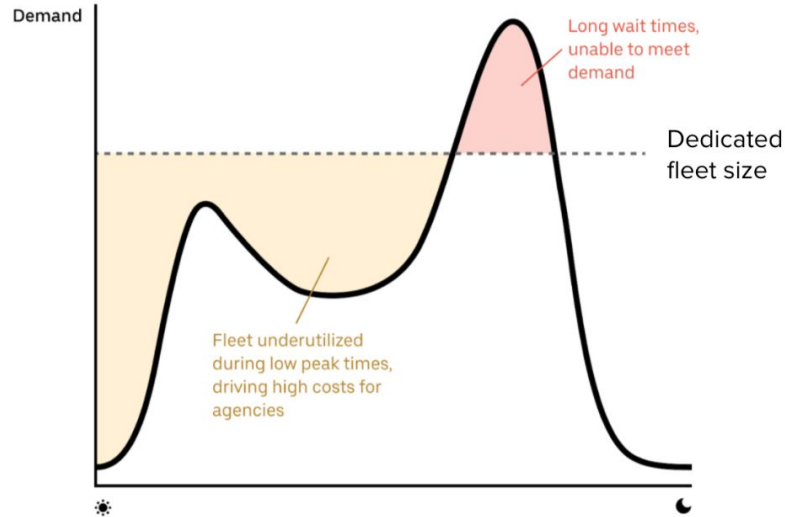


Improve Rider Experience

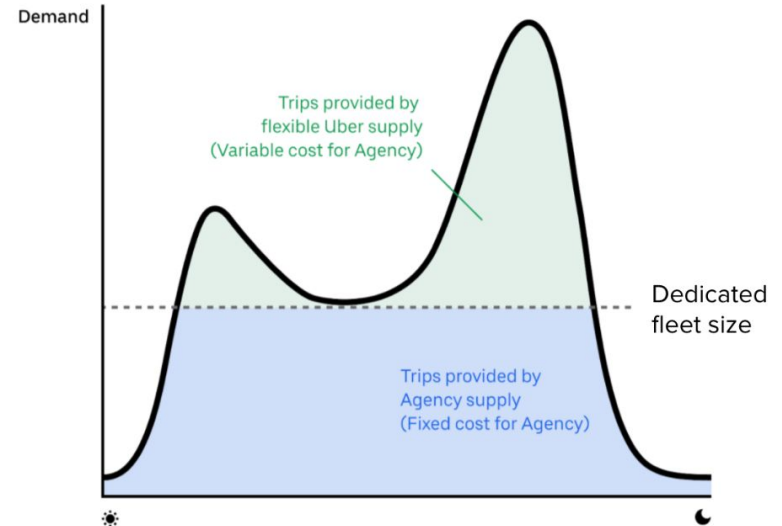
How can I reduce wait times and easily accommodate same-day bookings?

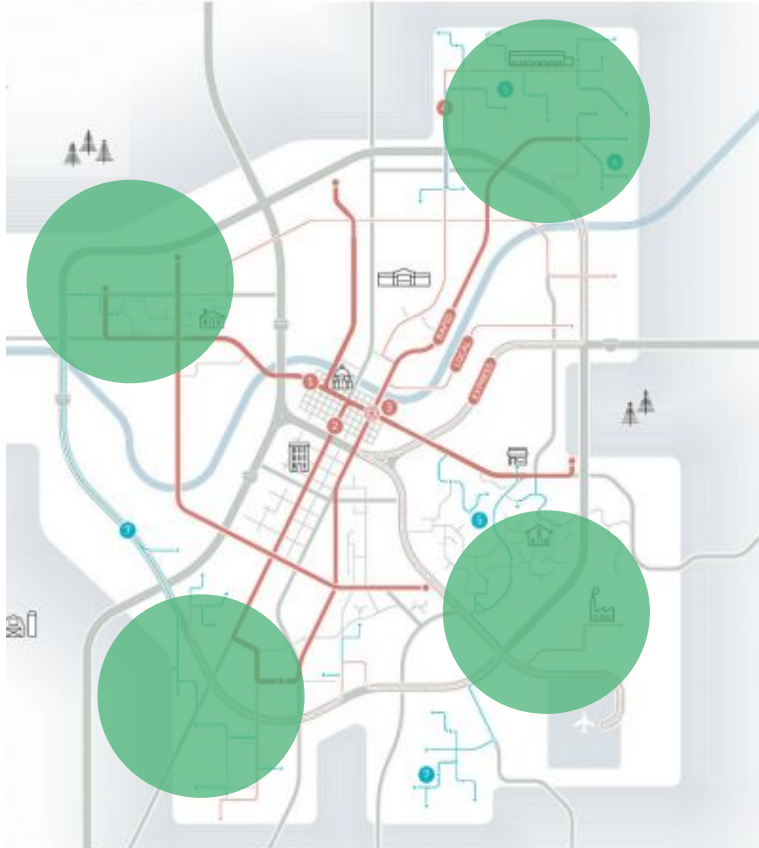
Uber's approach to fleet sizing considers two different models

Option 1: Dedicated fleet model with a fixed number of fleet vehicles

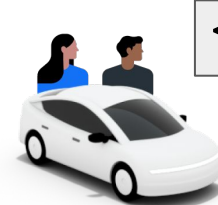


Option 2: Dedicated fleet model with the ability to mix excess trips to Ride-Hailing and Taxis





Uber Transit is a provider of a non-dedicated on-demand public transport solutions **to complement local fixed-route transit services.**



<10 Passengers / Vehicle
Revenue Hour

Complement with Uber Transit

- First Last Mile
- Complement DRT/Paratransit
- Late Night Rides
- Low Demand Areas and Hours
- Transit Deserts

Complement paratransit



Replace inefficient fixed-routes



Late night rides



Community-based programs
(i.e. workforce development,
safety, working moms,
low-income, senior, etc.)



Serve transit deserts



How public agencies have leveraged Uber Transit to enhance mobility in their communities

First/last mile rides



Supplement microtransit



Alleviate parking & traffic
congestion



Events &
promotions



Service disruptions &
rescue rides



We've partnered with over 60 Transit Agencies globally

Working with transit, a selection of the partners we support today include:



Innisfil Transit
Ontario, CAN



WMATA
Washington, DC



Miami Dade Transit
Miami, FL



PSTA
St. Petersburg, FL



DART
Dallas, TX



IndyGo Transit
Indianapolis, IN



DART
Des Moines, IA



Metro Rio
Rio de Janeiro, BR



MBTA
Boston, MA



RTD
San Joaquin, CA



Tri Delta
Contra Costa, CA



MARTA
Atlanta, GA



PBOT
Portland, OR



LAVTA
Livermore, CA



Canberra Metro
Canberra, AUS



Comet
Columbia, SC



Transport Canberra
Canberra, AUS



MTMA
Mountain View, CA

First Last Mile & On-Demand

Dallas Area Rapid Transit (DART), Texas

- 32 unique DRT and FLM on-demand zones operating a hybrid fleet of DART + Uber Pool vehicles
- Avg. program cost per trip \$16
 - Avg. cost on Uber Pool \$4.63
 - 30% of trips go on UberPool, 70% on agency-supplied vehicles
- Avg. trip length is 3.5 miles

Integrated with DART's GoPass MaaS App:

In addition to being able to order a trip in the Uber App, riders can access on-demand rides in GoPass®, DART's all-in-one travel tool through an API integration.

Per trip cost reduced

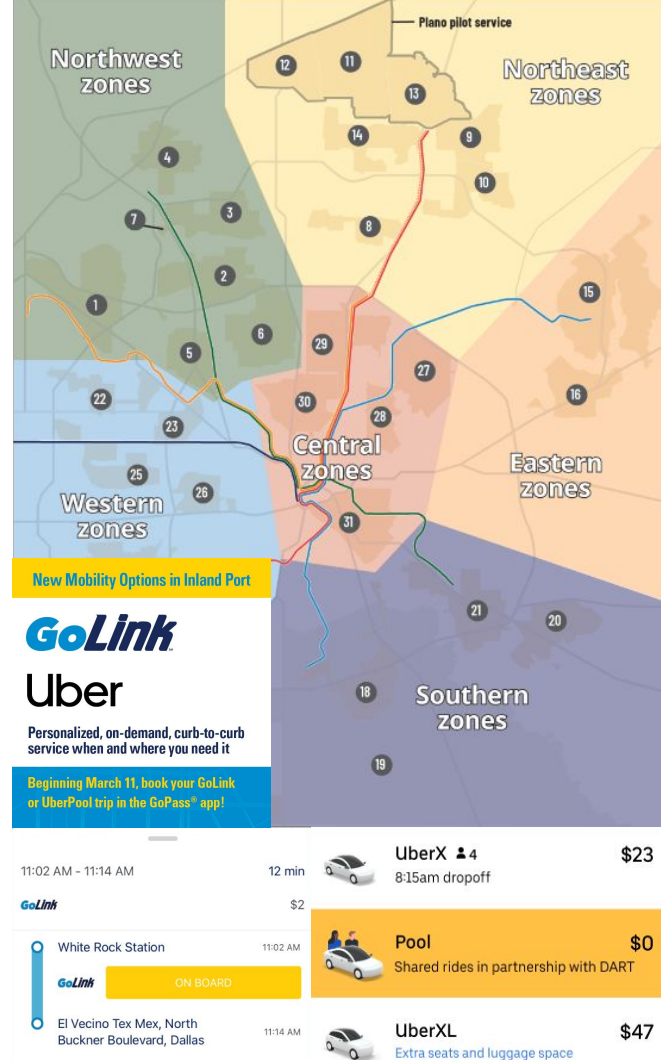
\$16 to \$5

High user-ratings

4.8/5

Extend the reach of transit

Only paying for rides taken, no fixed costs



Empower Paratransit Operations with a Diversified Supply Model

Massachusetts Bay Transit Authority (MBTA), Boston, MA

The MBTA program with Uber offers an on-demand transit service to RIDE paratransit customers. Riders can book MBTA specified # of weekly trips right from their smartphones instantly, or by calling the MBTA call center.

- Fares as low as \$2
- Shorter wait times and faster trips with instant, same-day booking
- Access to wheelchair-accessible vehicles

Per trip cost reduced

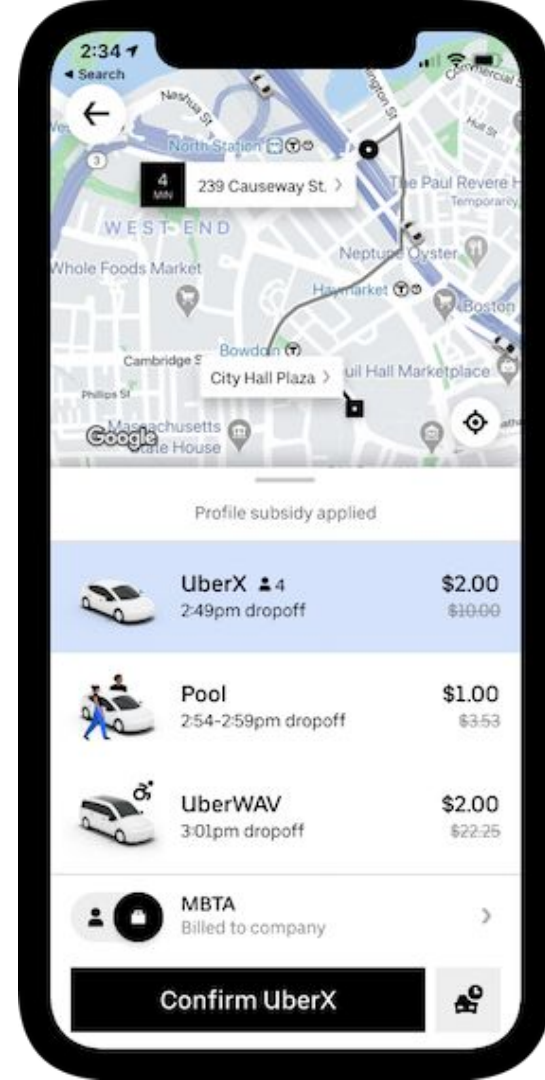
\$46 to \$17

Reduced overall cost to MBTA by

6%

Increased trips by

28%



Uber Profile

Uber Profile allows transit agency to **provide subsidized on-demand trips to specific customers.**

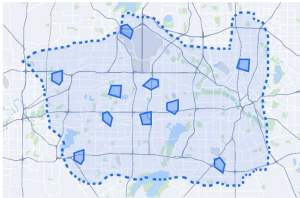
- Full flexibility and control with the transit agency
- Possibility to set variety of subsidy rules for the local transit programs
- Billing and record keeping easy through downloadable monthly invoices and trip level data
- Programs can be made available at the local Transit/MaaS app and/or Uber app

Location controls

Set rules for which areas or locations are allowed for rides using the voucher.

Set service area
Rides using this voucher must remain within this area.

Upload geoJSON



Service area Pickups in this location only

Upload geoJSON

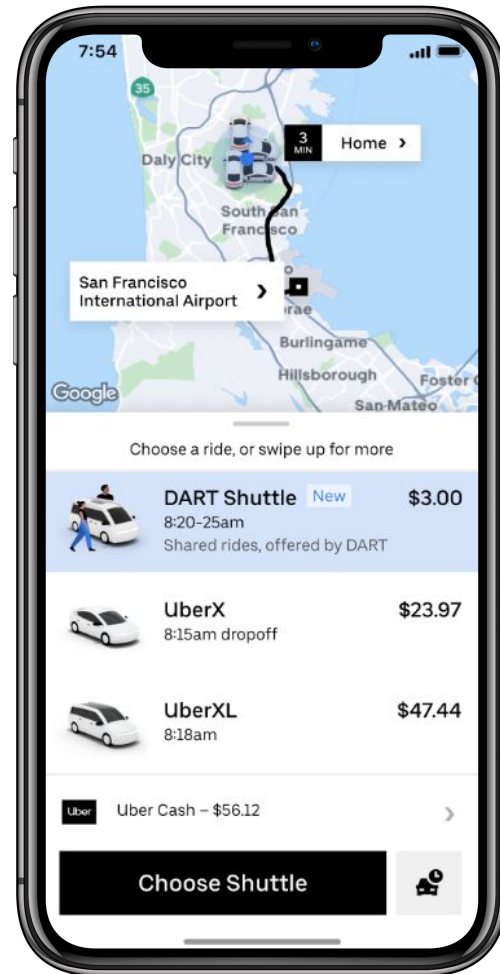
Drop files here or [Browse files](#)

Groups

Select a group to create an active programme

Rules

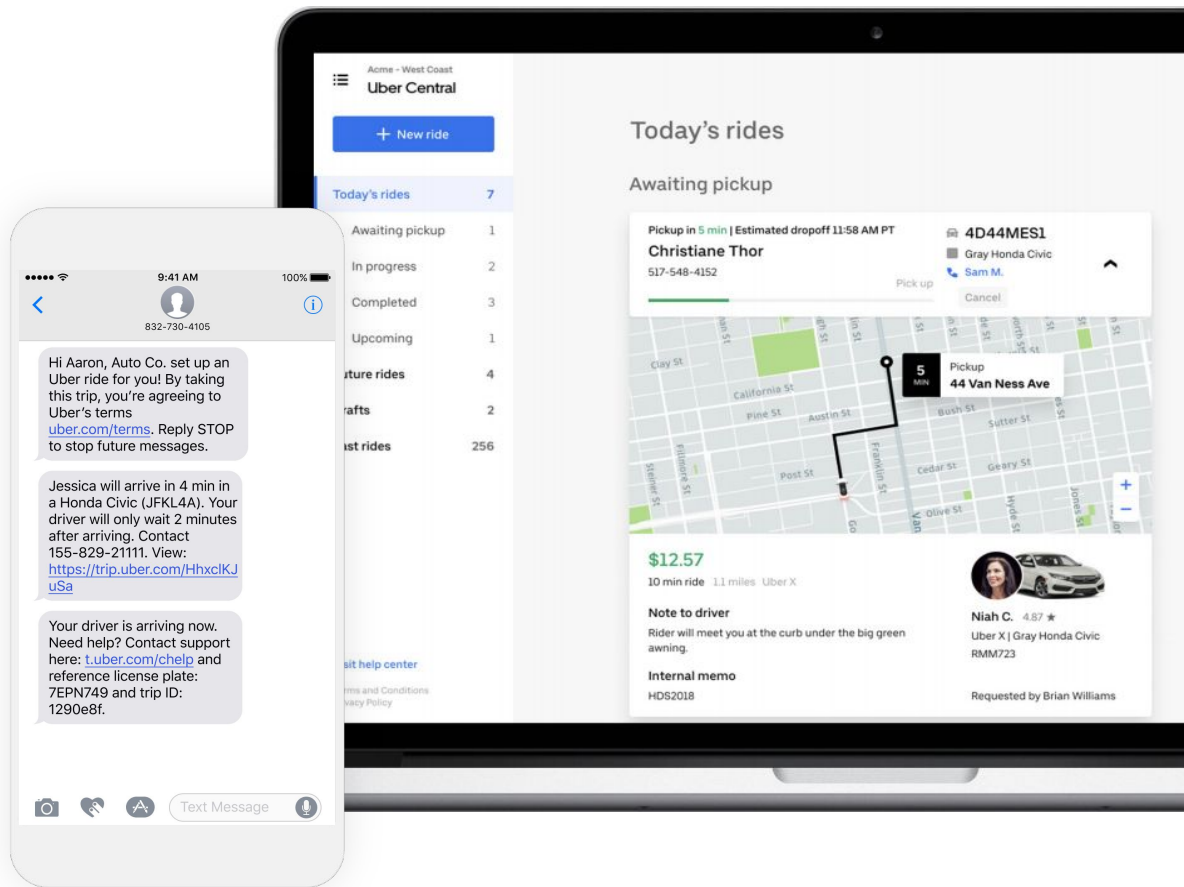
Expense code	No expense code required
Spending allowance	Cover the full amount
Trip allowance	Allow all trips
Locations	Any location
Time	All day (24 hours)
Trip Type	All trip types



Uber Central

A call center solution that **enables transit agency to book Uber rides on behalf of riders** and monitor active trips in real-time.

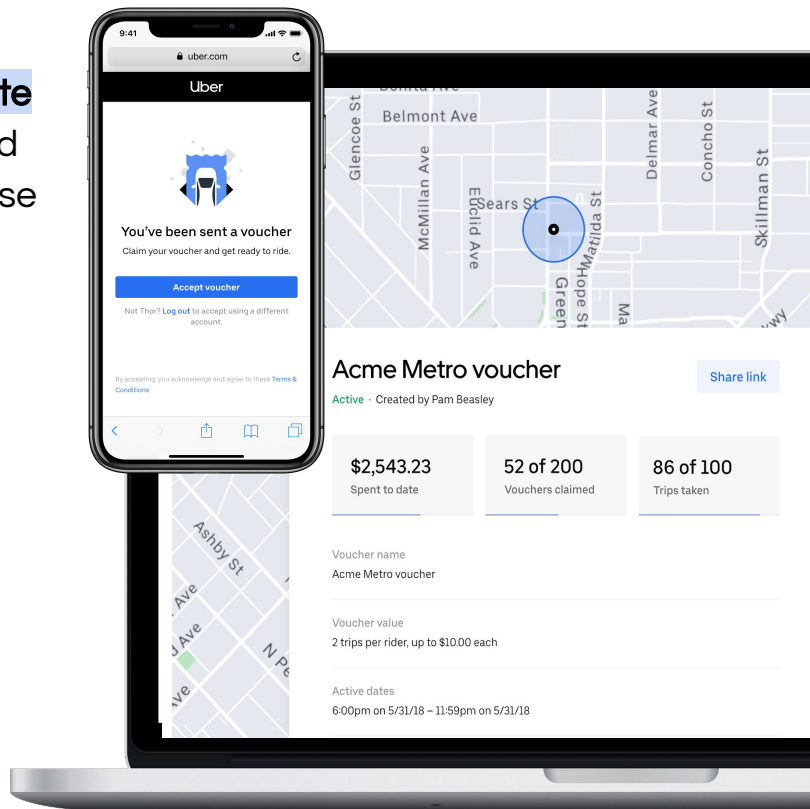
- This can be used for riders without a smartphone or a credit card
- Only requires text messages, rich web view available



Uber Voucher

Transit Agencies can **create vouchers** in our web-based solution and distribute those via desirable channels.

- For example during service disruptions



Uber and RTP Connect



Get the link

Scan the QR code or visit
<https://r.uber.com/r28ioTIVZ>



Open Uber app

Sign into your existing Uber account or download the Uber app and create and account.

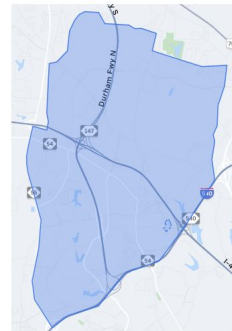
Accept voucher

Enjoy voucher

If the trip is covered by the voucher, the discount will appear above the "Confirm" button after you enter a destination.

Voucher details

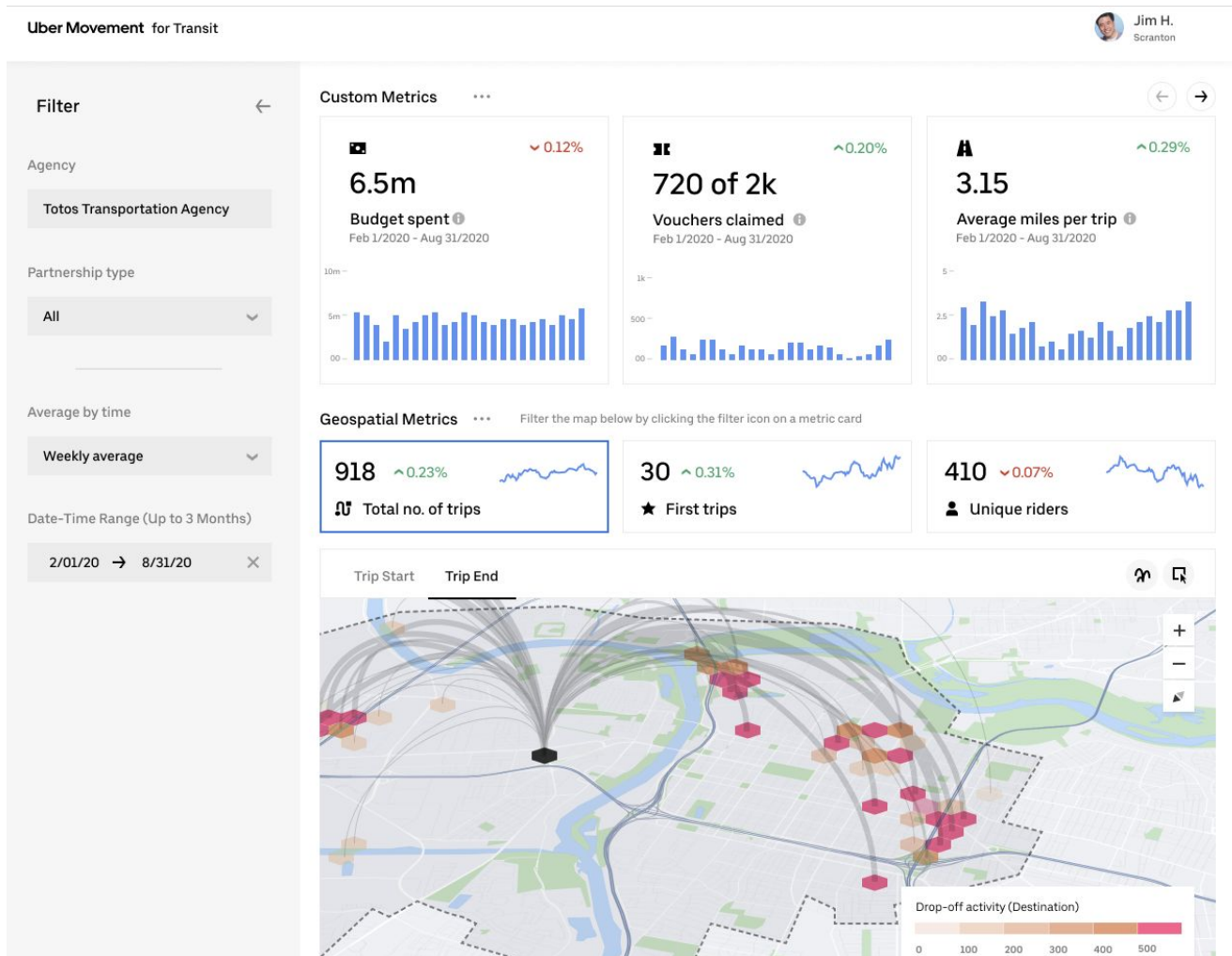
- Uber X only
- Up to \$10.00 off each trip
- 4 trips per day
- Mon - Fri (6:16AM - 10:00PM)
- Valid until January 31, 2020
- Valid in the highlighted area below:



Uber

Data insights for the future planning

System administrators get access to a **web-based dashboard** to manage and monitor the operations in real-time.



NEW: Sustainability metrics

Gain visibility

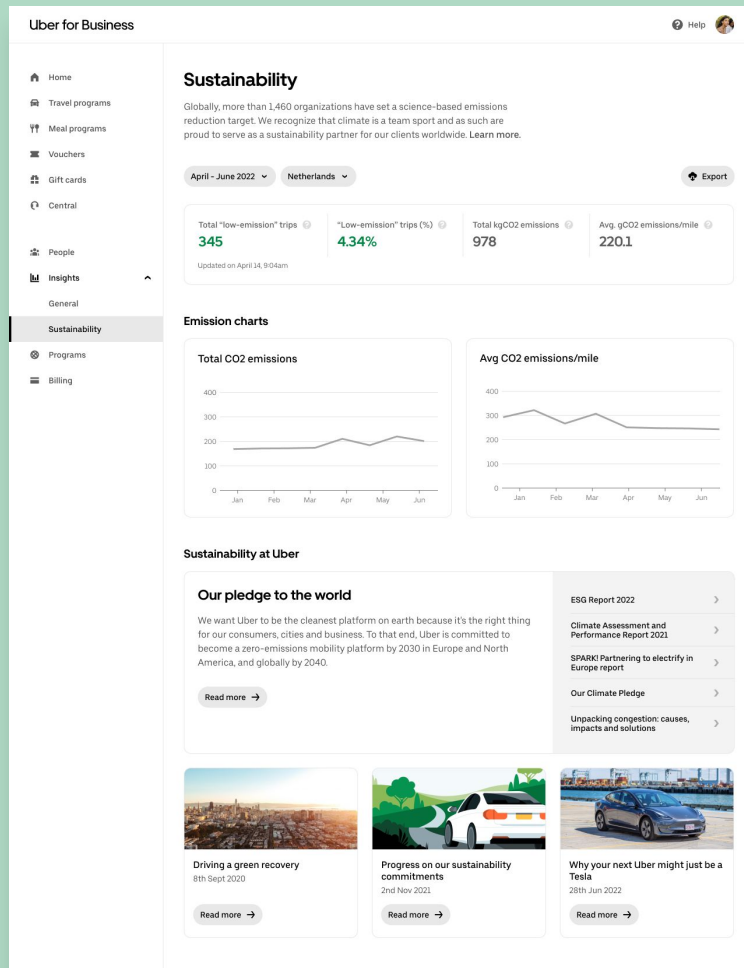
Understand the carbon emissions resulting from your organisation's transit programs. Incorporate the data into your reporting or use it to set emissions goals.

Track progress

Track emissions to gauge climate impact over time and evaluate your progress toward a more sustainable future.

Turn insights into action

Make more sustainable decisions and encourage your riders to opt for greener ride options when appropriate.





Travel benefits with
a positive impact on
sustainability

Sustainable options
for riders: **Uber Green**
and **Uber Comfort**
Electric

\$800M commitment
to help more drivers
transition to EVs

Ground-transportation
sustainability metrics
for businesses

Pledge to become a
zero-emission rides
platform by **2040**

Thank you!

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Public Transit Partnerships EMEA

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Uber