Uber, Mass Transit, and MARTA
ONE TAP TO RIDE

CASHLESS & CONVENIENT

CLEAR PRICING

FEEDBACK & SUPPORT

ONE PROVIDER, GLOBAL COVERAGE

The content in this presentation is non-binding and subject to further discussion.
Connecting Riders to Drivers

Uber provides safety, access and reliability for its users and driver-partners

- Anonymized contact with your driver for safe texting or calling
- Driver name, picture, vehicle type, and license plate number
- Send real-time trip tracking with loved ones via text
- GPS tracking and in-app navigation

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What does a rideshare company have to do with mass transit?

Quite a lot, and Likely More to Come

- Rideshare provides first mile/last mile connectivity beyond existing stations and routes
- People are using rideshare as a supplement, not substitute to public transit
- Ridesharing can extend the effective range of stations by providing affordable, fast transportation to those without cars
- Ridesharing can reduce traffic congestion on roads feeding to heavy rail stations
- Ridesharing can reduce parking challenges at stations without lots

2016 APTA Study on Rideshare and Mass Transit:

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The more people use shared modes, the more likely they are to use public transit, own fewer cars, and spend less on transportation overall.

KEY FINDING 2
Shared modes complement public transit, enhancing urban mobility.

KEY FINDING 3
Shared modes will continue to grow in significance, and public entities should engage with them to ensure that benefits are widely and equitably shared.

KEY FINDING 4
The public sector and private mobility operators are eager to collaborate to improve paratransit using emerging approaches and technology.

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The American Public Transportation Association did a study in March 2016 that said,

*Uber users are more likely to use public transit. 50% of Uber users ride a train or metro regularly and 45% frequently use the bus.*
“The way people get around in communities is being transformed, and public transportation is at the heart of this formal shift. Together with companies like Lyft and Uber, we are integral to creating a dynamic multimodal lifestyle.”

- Michael Melaniphy, APTA president and CEO
Nation-wide Transit Authority Partnerships

We have learnings from partnerships across the country and now know what works for improving first mile / last mile logistics

SAN FRANCISCO, CA: CALTRAIN
Partnership promoting uberPOOL to/from Caltrain during Super Bowl 50

LOS ANGELES, CA: METRO
Exclusive partnership promoting uberPOOL to/from new stations

SAN DIEGO, CA: MTS
$5 off all uberPOOL trips to/from stations

MINNEAPOLIS, MN: METRO TRANSIT
City-sponsored free rides when needed most

BOSTON, MA: MBTA PARATRANSIT
$13 subsidy from the MBTA for eligible paratransit riders

DALLAS, TX: DART
API integration with the DART app - call a ride after buying a ticket

ATLANTA, GA: MARTA
$20 off first trips to/from MARTA stations

TAMPA BAY, FL: PINELLAS SUNCOAST TRANSIT
$3 subsidies for Uber rides during outages, discounts all trips for low-income riders.

CENTRAL FL: CITY PLANNING
5 Cities subsidizing 20%-25% off of rides.
Central Florida Partnerships
 Enhancing Mobility for a Florida City’s Residents

- In March 2016, the City of Altamonte Springs, Florida began a first-of-its kind program to improve mobility in their city, and connect its residents more closely with the City of Orlando.

- By subsidizing 20 percent of all Uber rides that begin and end in the city and 25 percent of all rides to or from the Altamonte Springs Sunrail transit station, the city is investing in ways to increase their residents’ connectivity and mobility.

- In July 2016, four more Central Florida cities joined the program including, Lake Mary, Longwood, Maitland, and Sanford to make it easier and more affordable for residents to move around their cities.

"It will allow our residents and visitors to travel freely around our area like no other place in the country. I look forward to the day, when in the very near future, we can step off SunRail and immediately get into an Uber vehicle to reach our final destination."

- Mayor Patricia Bates
LA Metro (Los Angeles, CA)

Celebrating Metro’s Expansion and Transforming Los Angeles, together.

- Uber and LA Metro worked together to celebrate its expansion to Santa Monica in May 2016.

- With the arrival of the Metro to LA’s Westside, for the 4 day launch weekend, Metro provided free rides and Uber provided free uberPOOL rides up to $5 to/from any LA Metro station.

“Metro welcomes this promotional partnership with Uber as we open the Expo Line to Santa Monica. Providing better connections to our vast rail network is an important element as we strive to enhance the customer experience by providing convenient first and last mile connections.”

Phillip A. Washington, Metro CEO
City of Summit, New Jersey

Providing an alternative to building an expensive parking lot in their quaint town

- The City of Summit reallocated funds away from building a large parking lot, and instead, put that money toward subsidizing Uber rides for residents going to or from NJ Transit stops.

- **During commuting hours, residents enrolled in the existing parking program, can ride Uber to a NJ Transit hub for FREE!** Residents who aren’t enrolled, are charged a flat $2.

- Innovative leadership from local city government has resulted in a one-of-its kind partnership for Summit commuters.

"As an alternative transportation option, ridesharing is not new. But our program is the first of its kind in the United States to use ridesharing technology as a parking solution. Our innovation has the potential to shape how municipalities think about and implement parking options in the future."

- Summit Mayor Nora Radest
Pinellas Suncoast Transit Authority (Pinellas Park, FL)

Promoting Sustainable Transit Options

- 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 transportation disadvantaged program that will let economically disadvantaged riders request up to 23 free rides per month, during hours when transit is closed.
UBER and MARTA

Key Points

● 2016 8 month examination of UBER rides to and from MARTA stations shows figure roughly doubled from 2015 (Largely due to growth in riders and driver-partners signed onto the UBER platform in Atlanta)

● We anticipate further growth: Rideshare and mass transit both important services sought by businesses, young professionals, and historically underserved communities

● Data suggests both that (1) Regular MARTA riders are using UBER to get to stations and (2) Regular UBER riders are adding MARTA to their routes to substantially reduce costs over distance
“Commuting Together” Campaign
March 30-April 2, 2017
Mayor Kasim Reed and Governor Nathan Deal declared a State of Emergency. Uber GA internal team sync to clarify short and long-term strategy.

March 30, 2017; 6:14pm
ATL’s major N/S highway burned, closing 2 miles of highway in both directions. Partners received an emergency SMS immediately.

April 2, 2017
“Commuting Together,” $5 million investment in rider and partner incentives; media covered with immediate positive press.

April 8-9, 2017
“Commuting Together” announces extension of POOL discount to/from MARTA stations + extended partner hourly guarantees through the month of April.
Working with MARTA and City Leadership

Commuting Together
Complementing Public Transit in Atlanta during the I-85 Shutdown

When the I-85 bridge collapsed at the end of March, we launched “Commuting Together”, a campaign designed to help commuters get to and from work and bolster driver earnings during the repair period. Discounts off uberPOOL trips to and from MARTA stations and GRTA Xpress Park-and-Ride locations during commuter hours were made available to all riders. Given the uncertainty of the road closures and increased congestion created for people behind the wheel, we also offered additional hourly fare guarantees for drivers. Together, we impacted hundreds of thousands of drivers and riders across Metro Atlanta. Scroll down to get the details.

Moving Commuters Across Atlanta with uberPOOL

- 10% of commuter-hour trips started or ended at MARTA stations during the campaign
- 2x growth in uberPOOL hours to and from MARTA stations
- Biggest growth to and from MARTA stations: We saw the largest increases to and from Doraville, College Park, Indian Creek, North Springs, and Five Points stations

Helping Our Uber Community

Understanding the stress that commuting and traffic creates, we provided discounted rides and higher driver guarantees to get our Uber community through the bridge repair period.

- 10.2% increase in weekly driver-partner payouts
- 8,000 riders who took their first uberPOOL commuter trip to MARTA after the I-85 collapse
- Over 450,000 miles saved from shared rides on uberPOOL trips
<table>
<thead>
<tr>
<th>Metric</th>
<th>% Change</th>
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<tbody>
<tr>
<td>% of Commuter trips to/from MARTA**</td>
<td>150%</td>
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<tr>
<td>Weekly POOL trips to/from MARTA**</td>
<td>168%</td>
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<tr>
<td>First-Time Riders to/from MARTA stations***</td>
<td>76%</td>
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*Commuting Together campaign ran April 3 - May 12
**w/o 3/27 (pre-collapse) vs. w/o 5/1
***6 week period prior to collapse vs. full campaign
In-town and suburban riders benefitted from discounts

**uberPOOL discounts to MARTA stations served both in-town and suburban riders, connecting the first and last mile for thousands of Metro Atlantans**