

Uber, Mass Transit, and MARTA

The Uber logo, consisting of the word "UBER" in white, bold, sans-serif capital letters, is centered within a solid black rectangular background.

UBER





ONE TAP TO RIDE



CASHLESS & CONVENIENT



CLEAR PRICING



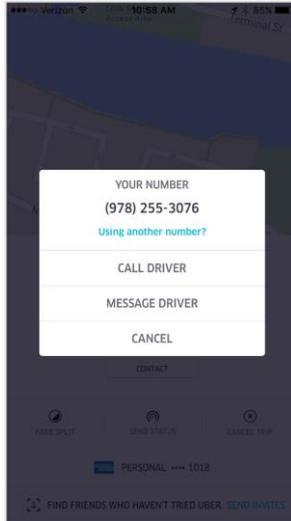
FEEDBACK & SUPPORT



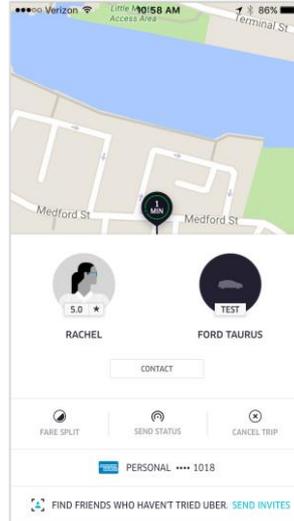
**ONE PROVIDER,
GLOBAL COVERAGE**

Connecting Riders to Drivers

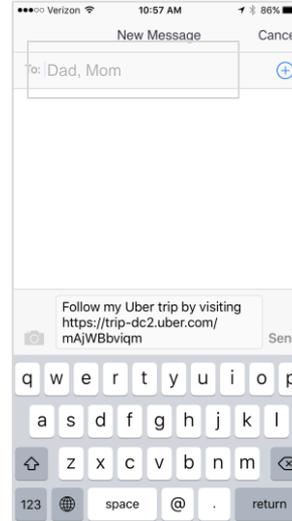
Uber provides safety, access and reliability for its users and driver-partners



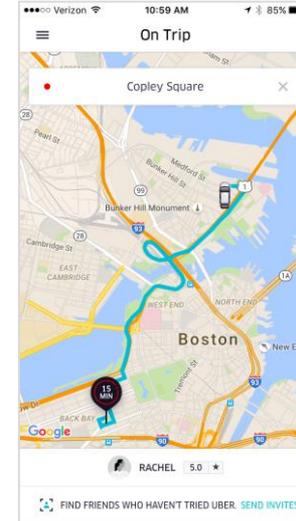
Anonymized contact with your driver for safe texting or calling



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

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



2016 APTA [Study on Rideshare and 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

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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.*

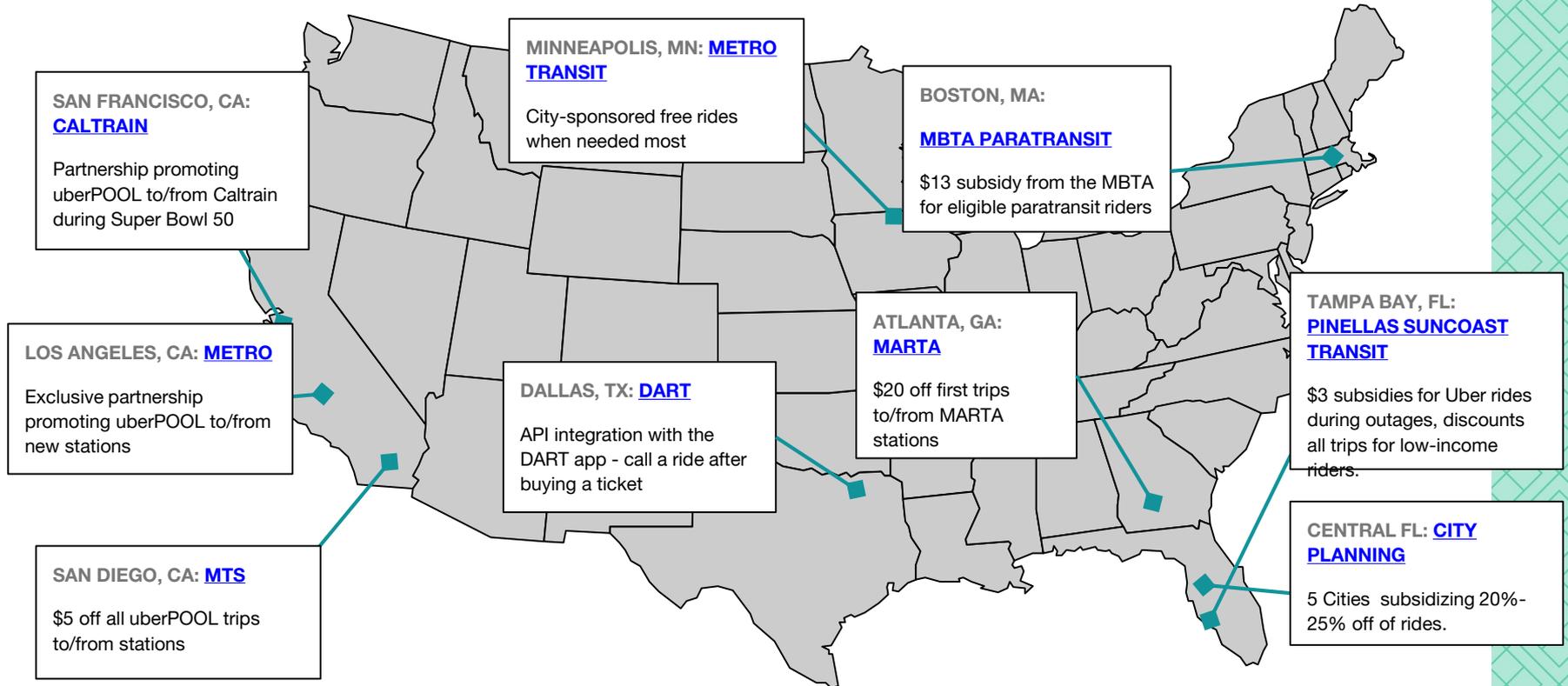


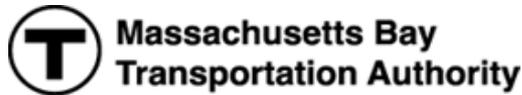
“The way people get around in communities is being transformed, and public transportation is at the heart of this formal shift. Together with companies like Lyft and Uber, we are integral to creating a dynamic multimodal lifestyle.”

- 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





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

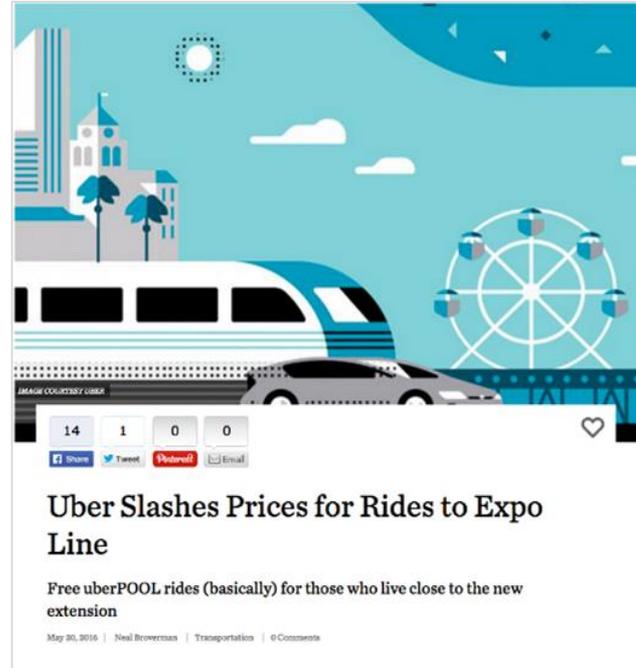
LA Metro (Los Angeles, CA)

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.



FIRST MILE, LAST MILE PARTNERSHIP ANNOUNCED

Use Uber to connect to PSTA transit locations. Apply promo code 'PSTA' then request your ride using the PSTA option. PSTA will pay half the cost of any trip costing up to \$6*

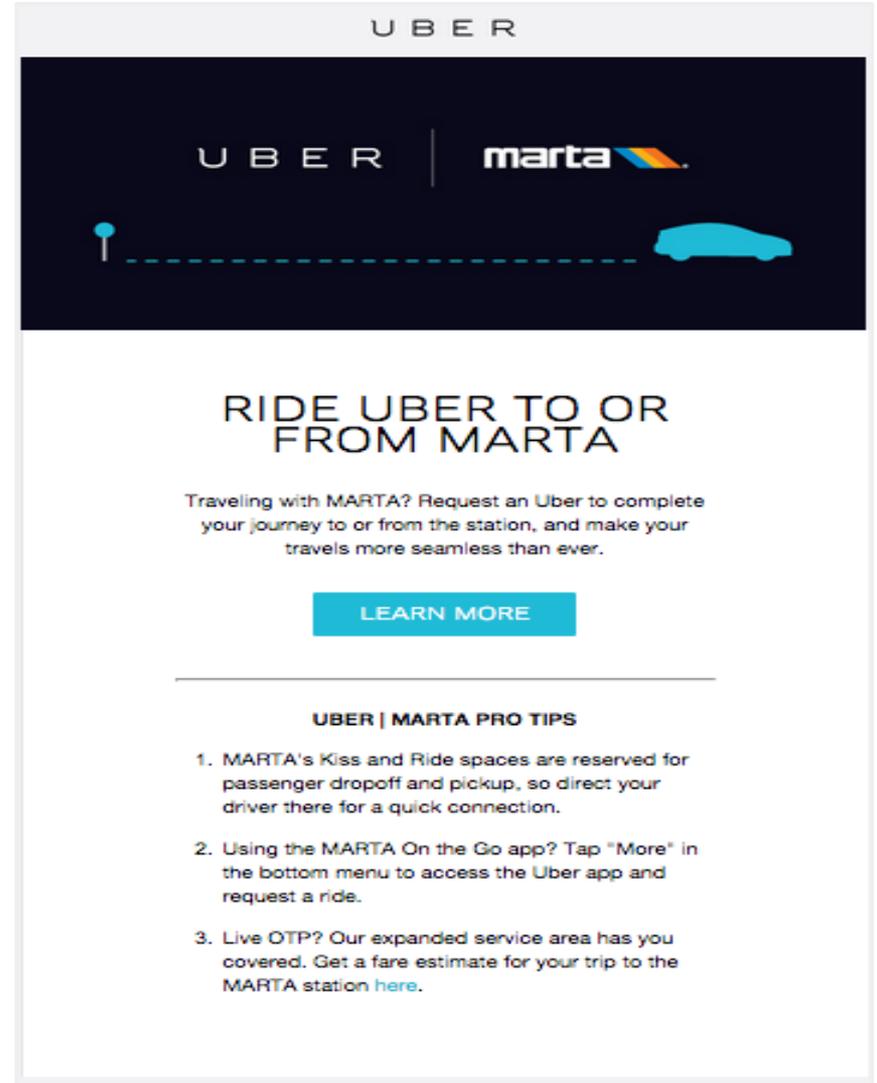
*ANY TRIP COSTING MORE THAN \$6 WILL BE \$3 OFF.

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

U B E R



The image shows a promotional graphic for Uber and MARTA. At the top, the word "UBER" is written in a spaced-out font. Below it, the Uber logo and the MARTA logo are displayed side-by-side. A blue dashed line with a pin icon on the left and a car icon on the right represents a ride path. The main text reads "RIDE UBER TO OR FROM MARTA". Below this, a paragraph explains that users can request an Uber to complete their journey to or from the station. A blue button labeled "LEARN MORE" is positioned below the text. A section titled "UBER | MARTA PRO TIPS" follows, containing three numbered tips: 1. MARTA's Kiss and Ride spaces are reserved for passenger dropoff and pickup, so direct your driver there for a quick connection. 2. Using the MARTA On the Go app? Tap "More" in the bottom menu to access the Uber app and request a ride. 3. Live OTP? Our expanded service area has you covered. Get a fare estimate for your trip to the MARTA station [here](#).

“Commuting Together” Campaign

UBER

Campaign Timeline

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

April 8-9, 2017

“Commuting Together” announces extension of POOL discount to to/from MARTA stations + extended partner hourly guarantees through the month of April.



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.

ATLANTA
Riding the Powerful Accountable
+ TEGNA Company

HOME WEATHER 47 SOCIAL NATION NOW THEATRE SPORTS FEATURES ABOUT VIDEO PHOTOS YOUR TAKE COMMUNITY

BREAKING NEWS Race to replace Tom Price: Govoff, Nandori headed for runoff

BREAKING NEWS Election results | Click here for the latest numbers!

LIVE VIDEO LIVE VIDEO | April and her newborn calf

Travel 1-80 Colours Gas Prices Commuter Deals Traffic Cams

IN THE HEART OF DOWNTOWN
FILM & DINING
Book Credit for One Available Seat

BOOK NOW

Uber launches 'Commuting Together' discounts after I-85 collapse

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 trips during commuter 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

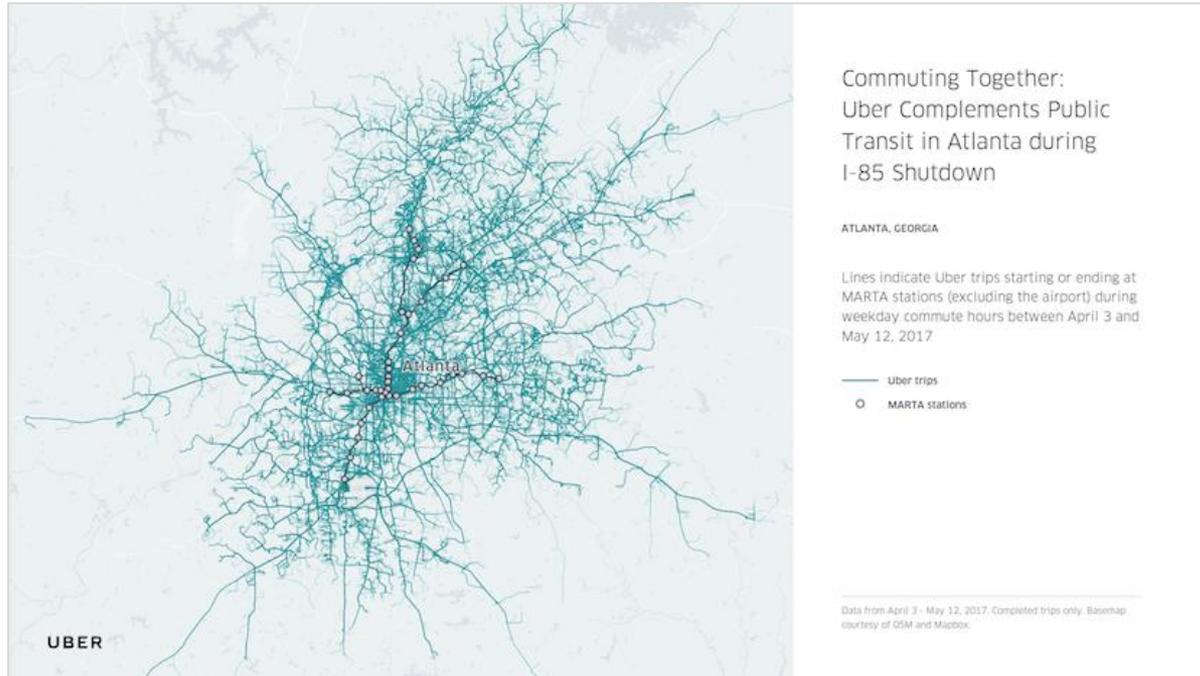
Metric	% Change
% of Commuter trips to/from MARTA**	150%
Weekly POOL trips to/from MARTA**	168%
First-Time Riders to/from MARTA stations***	76%

**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