



# Transportation Network Companies and Demand Responsive Transit

**Uber**

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- 01** Transit and Uber
- 02** The TNC business model
- 03** Transportation challenges
- 04** Transit and TNC challenges
- 05** Conclusion

# Uber has been partnering with transportation agencies globally

## **ODPT | Innisfil, CA**

Shared pool rides to provide a dynamic transit network

## **F&LM | Dallas, TX**

First last mile with DART and displayed in agency app

## **F&LM | PSTA, Florida**

First mile last mile solution to connect into the regular bus system in Pinellas county, FL.

## **Paratransit | MBTA**

Subsidized paratransit trips in Boston

## **Virgin Trains F&LM | UK**

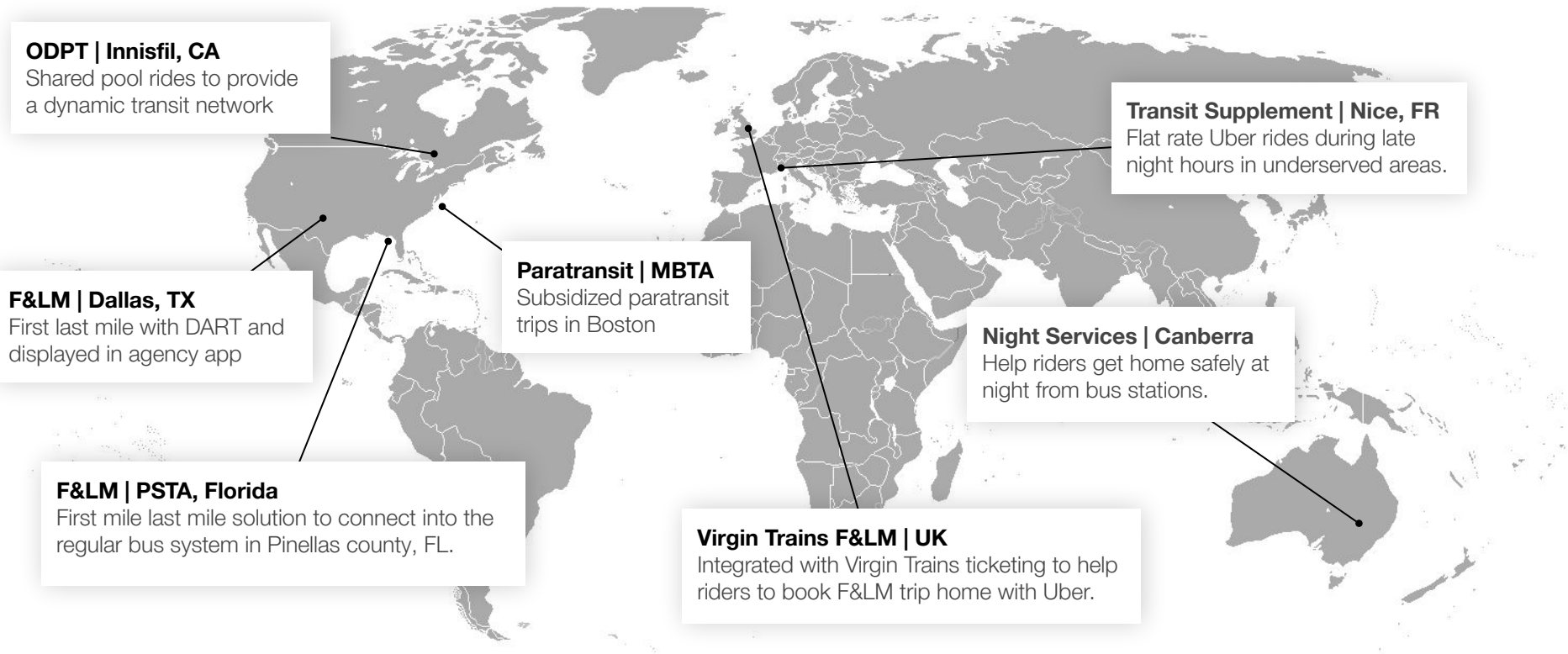
Integrated with Virgin Trains ticketing to help riders to book F&LM trip home with Uber.

## **Transit Supplement | Nice, FR**

Flat rate Uber rides during late night hours in underserved areas.

## **Night Services | Canberra**


Help riders get home safely at night from bus stations.

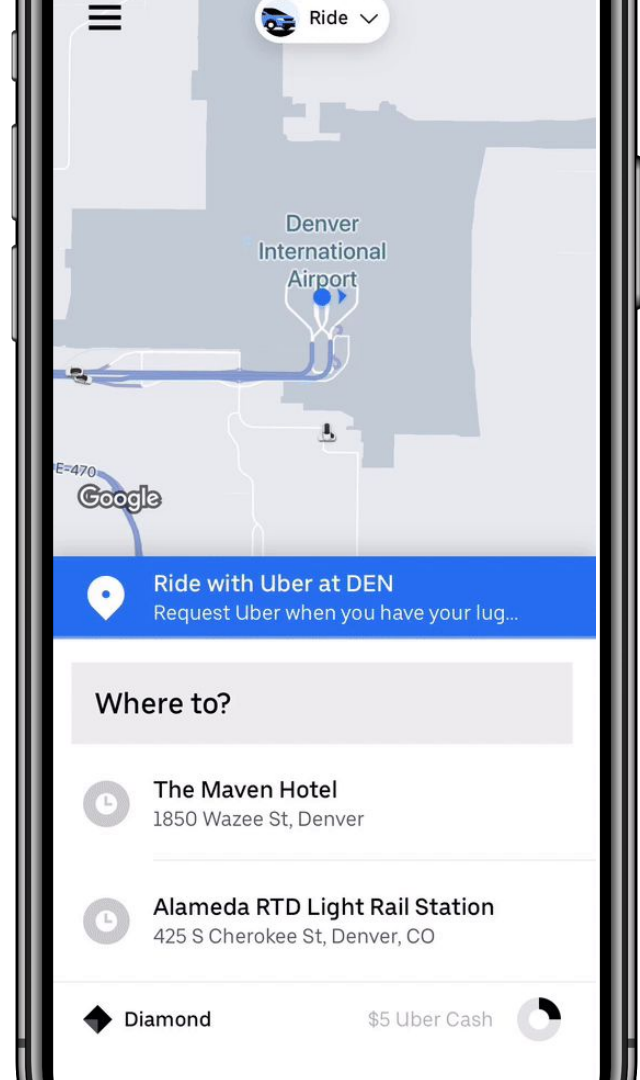


# Transit in the Uber app

Denver riders can now plan their transit journey with real-time information and end-to-end directions right in the Uber app.

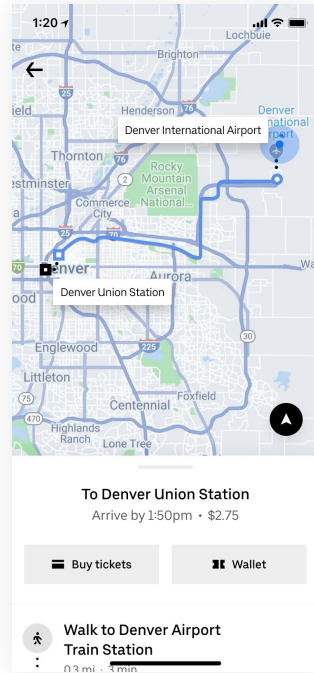
Partnering with Denver's Regional Transportation District (RTD) and Moovit for real-time transit data.

In partnership with  moovit



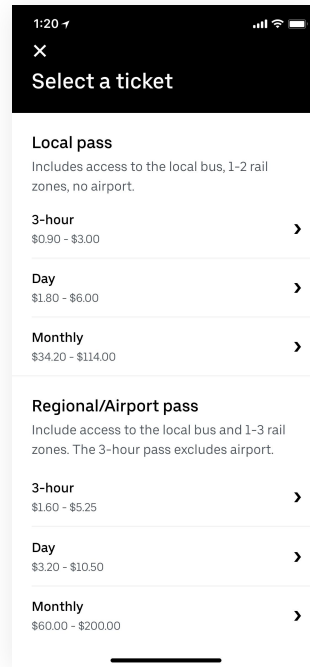
# In-app mobile ticketing

Soon riders will be able to purchase mobile tickets for their trip directly from the Uber app, in partnership with Masabi.



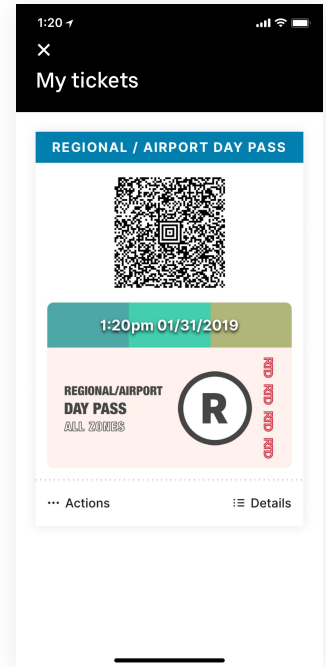
## Buy tickets

Riders will be promoted to purchase tickets in the app.



## Select a ticket

Riders can checkout once a ticket is selected.

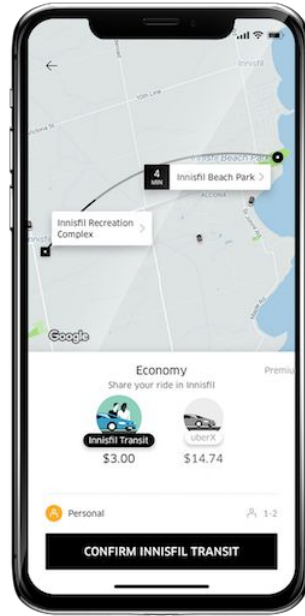


## My tickets

Riders can present their ticket from the Uber app.

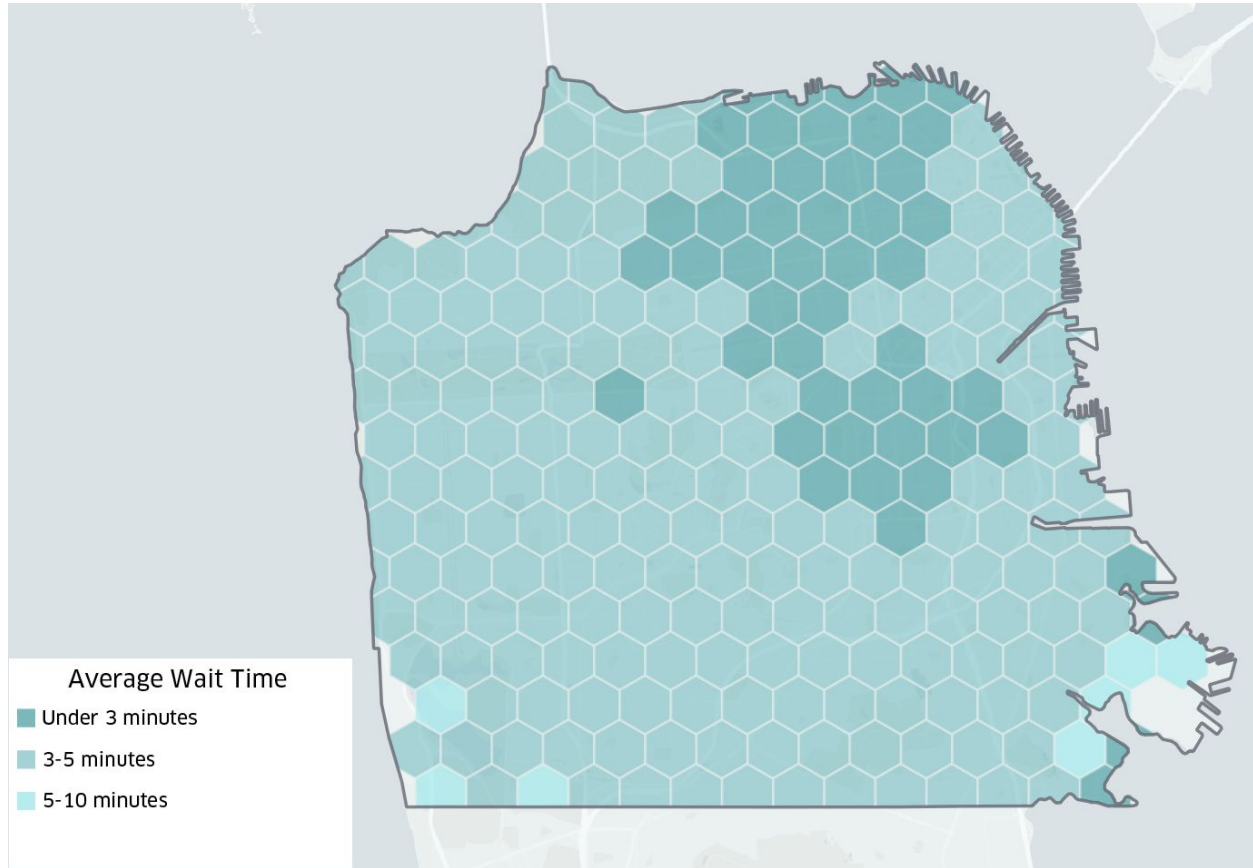
# Transportation Network Company Model

Drivers  
Contracted  
Fleet (WAV)



Riders

# Transportation Network Company Model



Low wait times

High degree of  
reliability

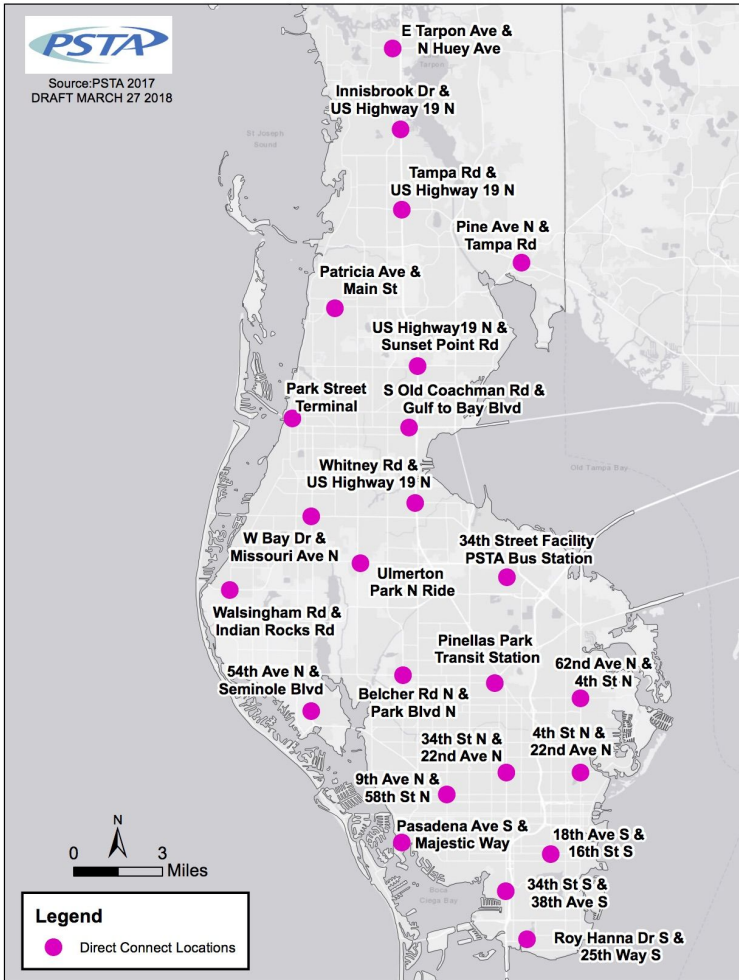
Pay for the marginal  
trip





# Transit Challenges: Case Studies





# Transit Challenges: Low Density, Late Night

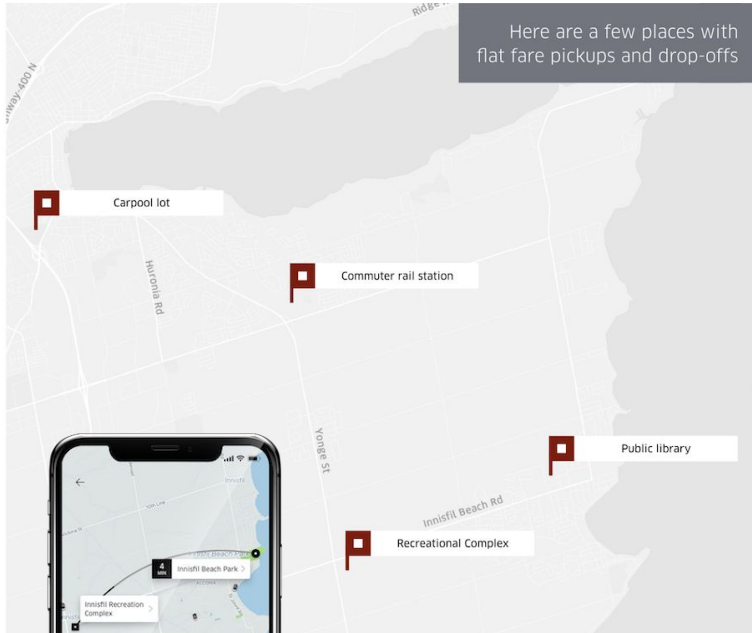
## Direct Connect

- First/last mile connection between 24 designated locations from 6a-11p
- Expanding from two small zones to much larger service area drove ridership increase

## Transportation Disadvantaged Late Shift

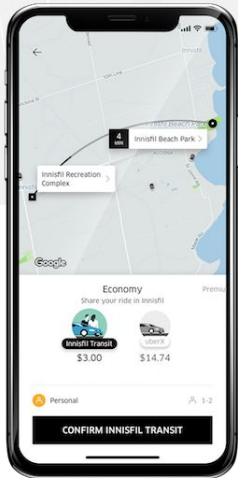
- Means tested system
- With \$20/mo bus pass, 25 free on-demand trips/mo for jobs starting or ending 10p-6a
- Complements bus service for late night, low income workers

# Transit Challenges: Low Density



## Full time demand-responsive transit system

- Innisfil, ON a town of 36,000 people
- Dynamic transit system where no transit existed before
- 3,400 riders taking 26,700 trips in first 8 months
- \$5 discount or \$3-\$5 flat fare
- 24/7 with average wait of 8:48 - \$8M/year for equivalent bus service
- \$163k cost for first 8 months vs. \$980k estimate for a two-bus line



# Transit and TNC Challenges



## Wheelchair Accessible Vehicles

- MBTA on-demand paratransit pilot
  - Same-day booking, fares as low as \$2
  - Reduced overall cost from \$46/trip to \$13/trip, with net savings of 6%
  - Many more trips taken, but subsidy cap keeps costs down
- 
- **Brings more WAVs to market**
  - Several cities instituting per trip fees to fund WAV (Boston, Portland, Chicago, California)

# Transit and TNC Challenges

## Redefining transit

- “Means regular, continuing shared-ride surface transportation services that are open to the general public...”
- How to count trips in the national transit database (NTD)

## Data sharing

- Provide transit agencies with data for
  - NTD reporting
  - Operating and evaluating partnership
  - Insights from partnership
- Obtaining consent to share from riders
- Protecting rider privacy

# Conclusion

## **Transportation Network Companies and Demand Responsive Transit**

- High level of adoption and availability allows for purchase of marginal trips for demand responsive transit
- Useful for variety of challenging land use situations
  - On-demand paratransit
  - First/last mile
  - General on-demand transit
- Partnerships will continue to evolve with respect to
  - Economically putting more WAVs on market
  - Data sharing
  - Redefining transit



# Thank you

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# Solutions

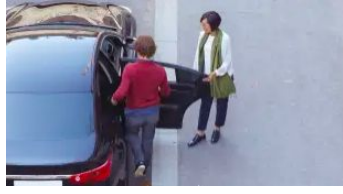
Opportunities to partner to deliver innovative transit solutions to your customers.



## Accessible transit

Uber can provide accessible transportation options for people with disabilities and special needs with scheduled or on-demand sedans or wheelchair accessible vehicles.

- **Paratransit:** we can partner with you to support existing paratransit programs, or work with you to develop a new offering.



## Complementary transit

Extend the reach of public transit.

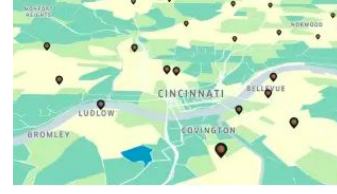
- **First- and last-mile:** help riders get to or from transit stops and hubs.
- **Late-night / guaranteed rides home:** offer riders a TNC alternative when transit isn't an option.
- **Transit / food deserts:** help riders get to where they need to go where transit isn't available.



## On-demand public transit

Launch microtransit in your city with Uber's technology powering the trips.

- **Shared rides:** leverage Uber's carpooling technology to offer an on-demand shared transit option - either in a sedan, wheelchair accessible vehicles or high capacity vehicles.



## Analytics and insights

Track how your program is running with trip data.

- **Dashboards:** access key metrics and data via a self-serve dash.
- **Data tools:** highlight the impact of transit, and plan smarter policies with Uber's open data and interactive tools.



## Public transit integration

Help new customers choose transit by including it in the Uber app.

- **Journey planning:** provide real-time transit data and routes in the Uber app
- **Mobile ticketing:** enable riders to purchase public transit tickets in the Uber app (coming in spring)