

Uber

Uber as a platform: public transport partnerships

March 2019

Uber

01 Uber in New Zealand

02 First and last mile

03 Events-based (Uber Shuttle)

04 On-demand public transport (Uber Bus)

05 The overlay: mobility as a service



The goal

We want people to leave their car keys at home.

We want to combine new tech with existing assets to help build a dynamic, responsive PT network.

Uber in New Zealand

Seven cities

**6,500 driver
partners**

**480,000 regular
users**



Share of Travel, Auckland



1. The first and last mile

Simple subsidy model

Impacts:

(a) congestion

(b) PT patronage

(c) experience



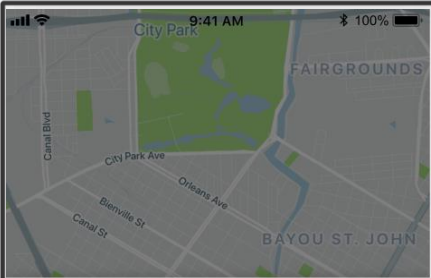
2. Events-based transport

Bespoke route

**Escape the
congested zone**

**Drop-off at a
staging point for
onward travel**

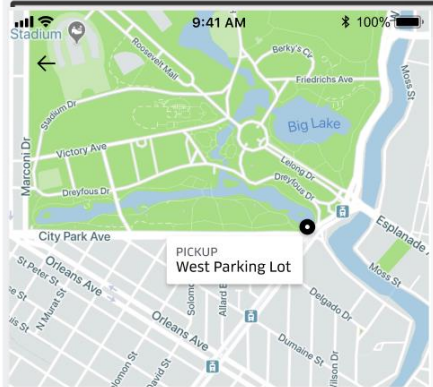




Uber Shuttle

- Seats are \$10 per person
- Shuttles depart every 15 minutes
- Dropoffs include:
French Quarter, Central City, Downtown

CONTINUE



Economy

It's busy - we recommend taking a shuttle



\$10

Every 15 minutes



\$28.45

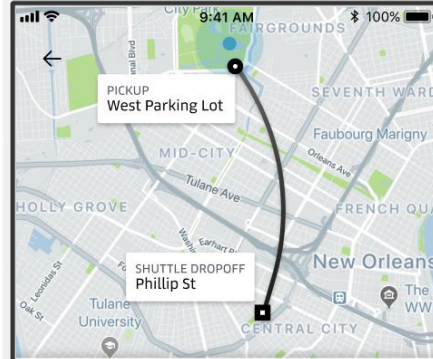
\$9-10
6:20pm

Personal - Visa 1010

1-20

CONFIRM SHUTTLE

Next: Select Shuttle Destination



Select Your Shuttle Dropoff

Central City

Dropoff at: Phillip St and S Saratoga St

Central Business District

French Quarter

CONFIRM SHUTTLE DROPOFF

3. ODPT

Dynamic route

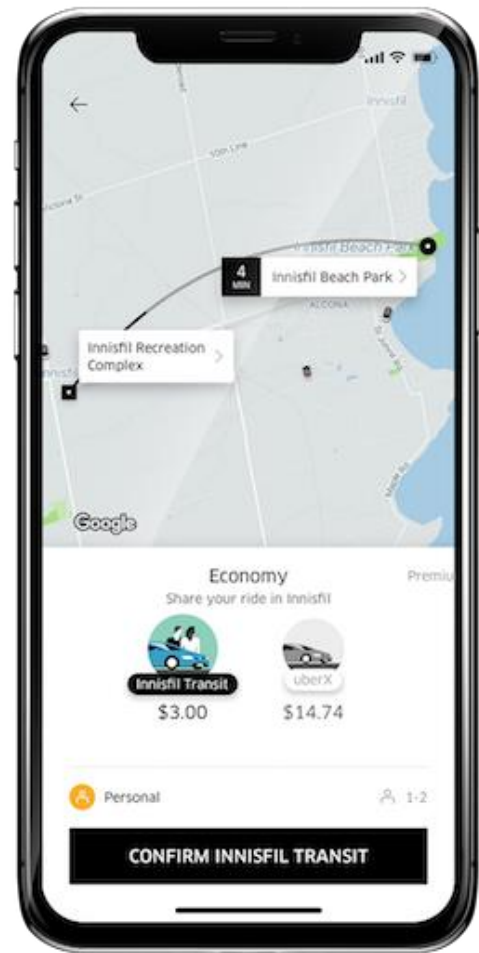
By Uber Bus or Uber Pool





**Flat fares to/from
popular spots
e.g. train station**

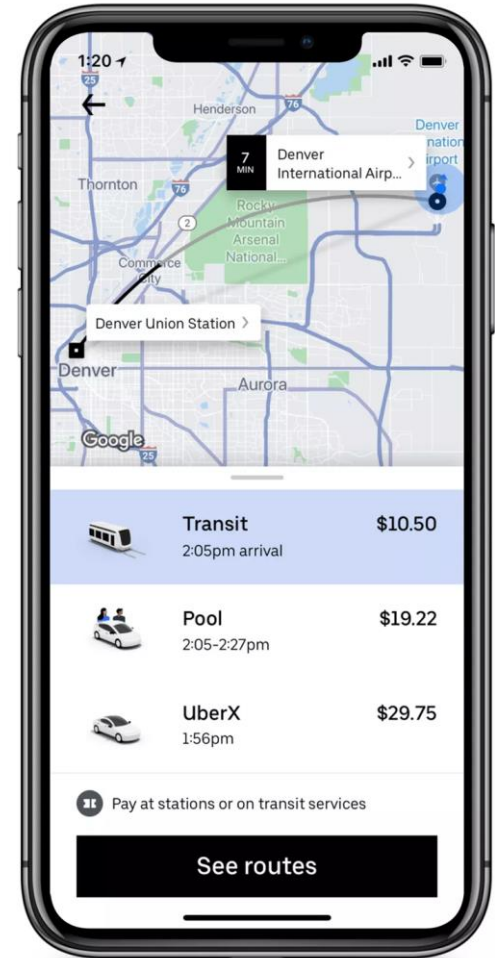
**\$5 discount on rides
elsewhere in the
service area**



The overlay: MaaS

First step is including
PT as an option

Denver RTD is the first
market

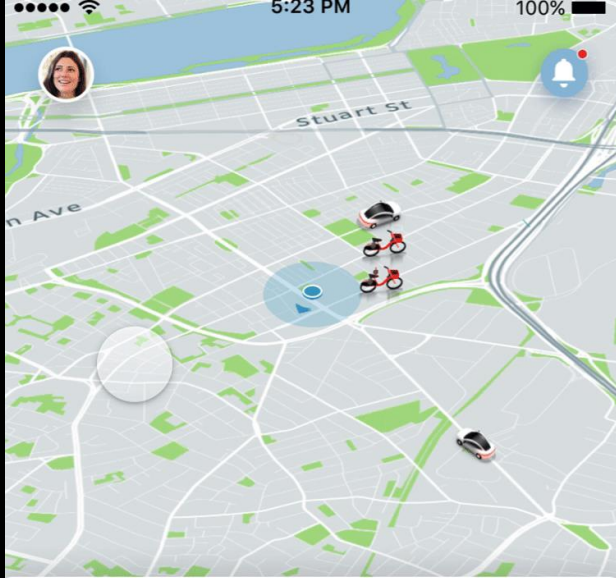


Shared, active, PT

**Seamless multi-
modal integration
(end state)**

Including payment





Where to?



Home
755 Rich Street

\$8.20
  



Work
1455 Market Street

\$12.78
 



Uber