Transportation Alternatives

Jason Dowlatabadi

Data Analyst, Policy Research

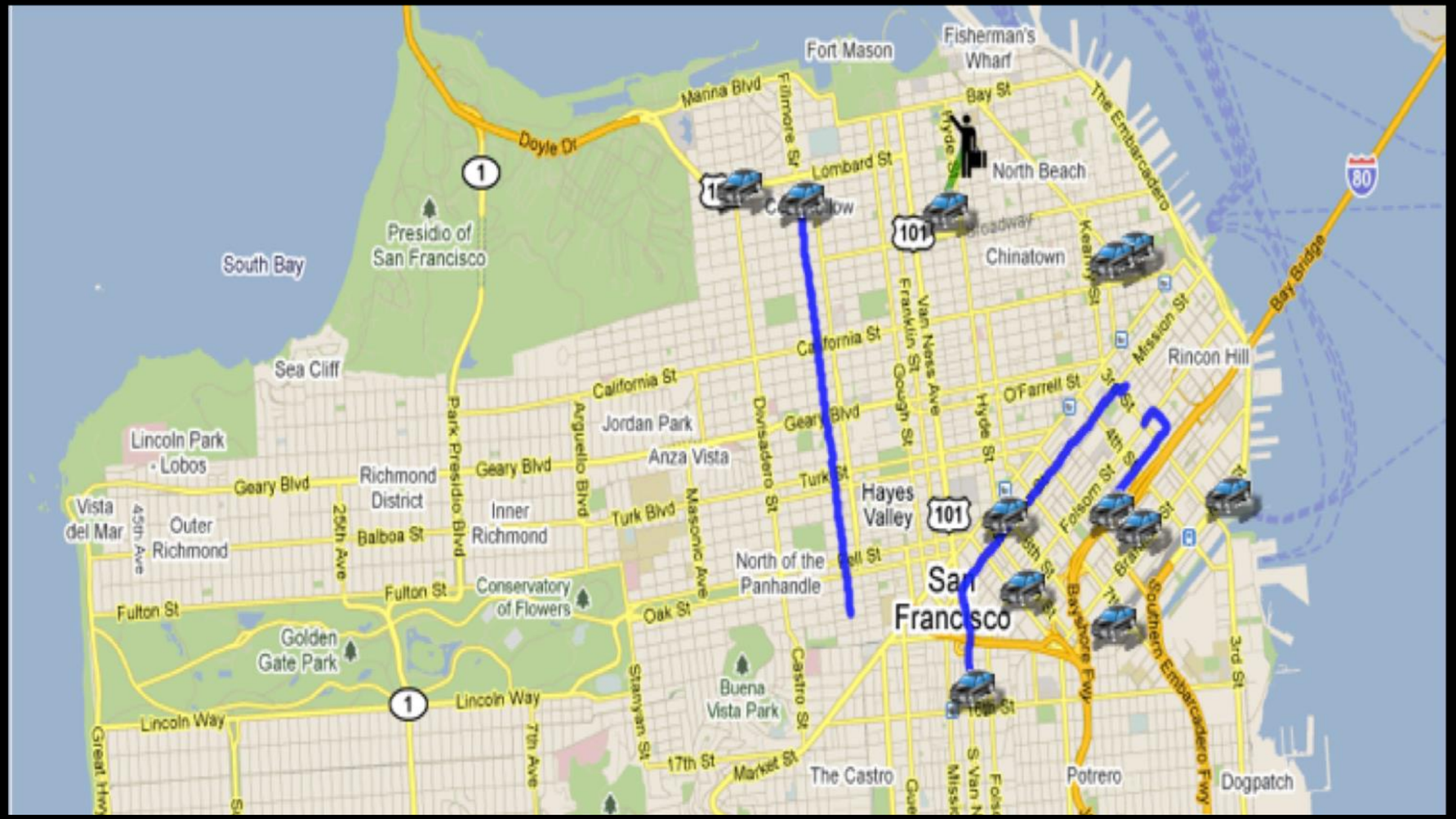
UBER

2010

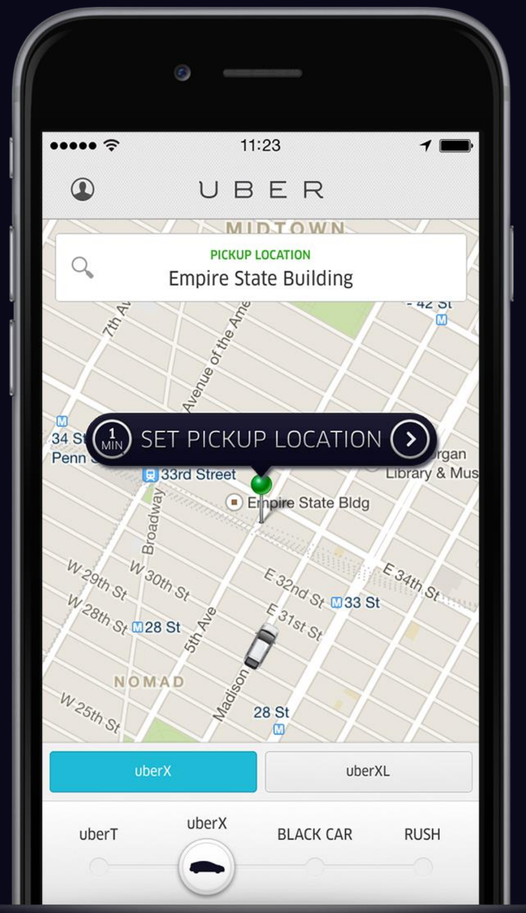
CONGESTION

2010: TECHNOLOGY BEYOND OUR WILDEST IMAGINATION

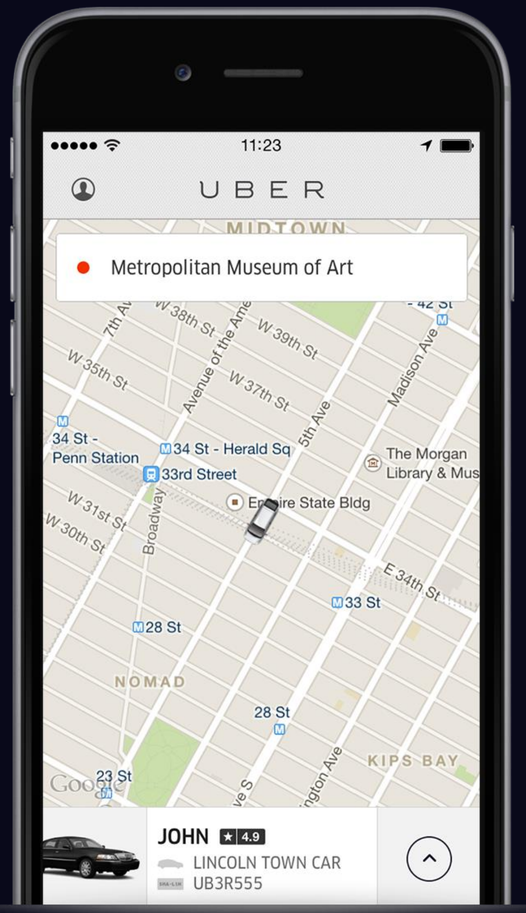
A STARTUP WITH A SIMPLE IDEA



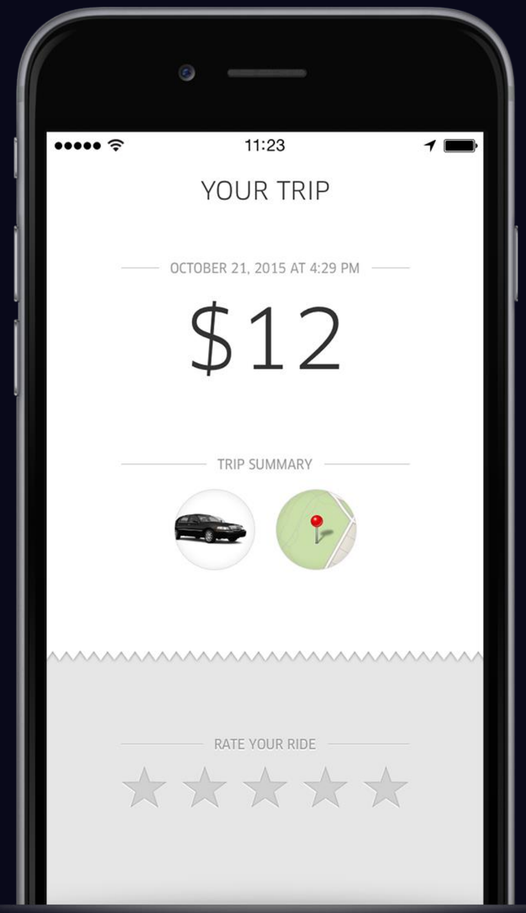
SIMPLICITY



REQUEST



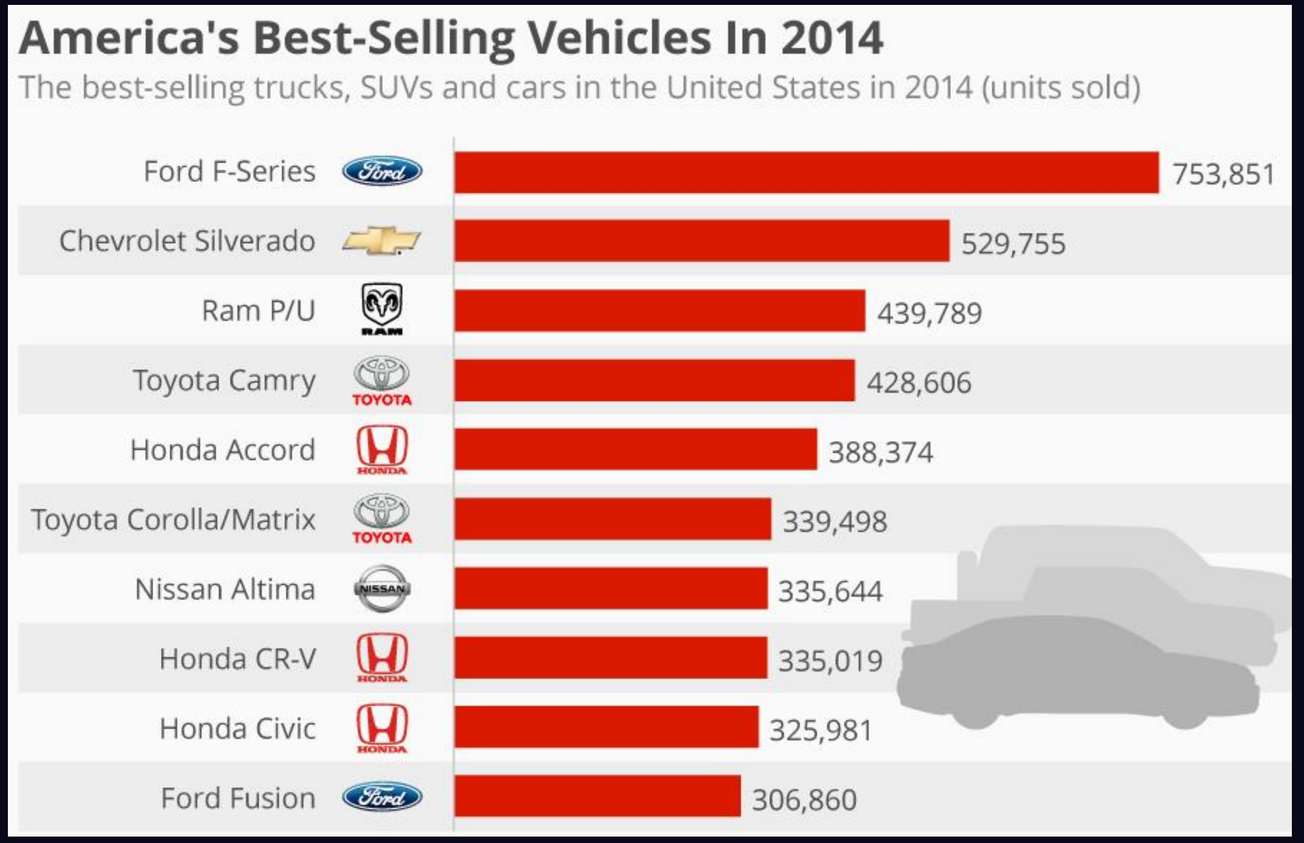
RIDE



RATE

2015

2015: PEAK CAR?



2015: SMART(ER) PHONES

HOW FAR WE’VE COME

HOW FAR WE'VE COME

300+
Cities

50+
Countries

1M+
Driver partners

CONGESTION

MEGA PROJECTS

THE PERSONAL-CAR-AS-MOBILITY-INSURANCE

ALTERNATIVES MUST COMPETE WITH CAR OWNERSHIP

DENSITY OF CHOICES

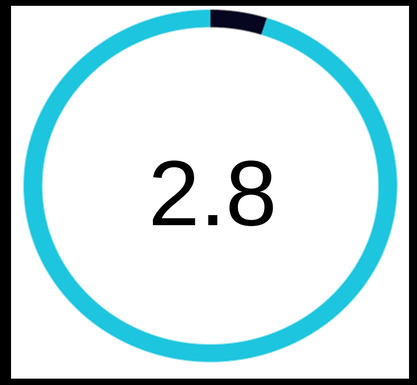
DENSITY OF CHOICES

ALTERNATIVES CAN COMPETE WITH CAR OWNERSHIP

CHICAGO

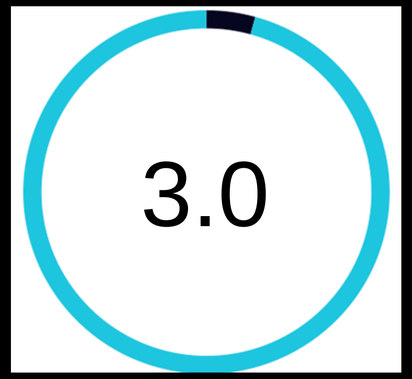
SAN FRANCISCO

NEW YORK

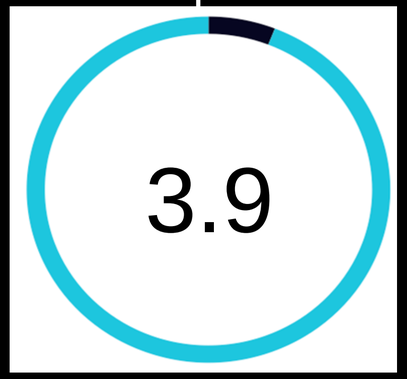


WASHINGTON, DC

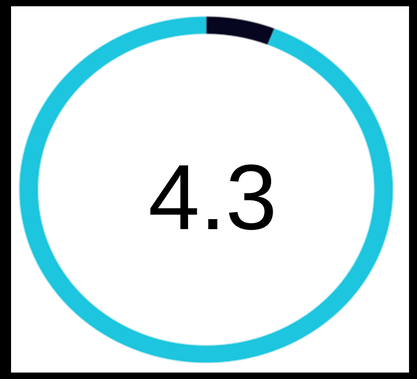
ARLINGTON, VA



CHARLOTTESVILLE



ROANOKE



RICHMOND

Average Response Times by City

THEY'RE RELIABLE

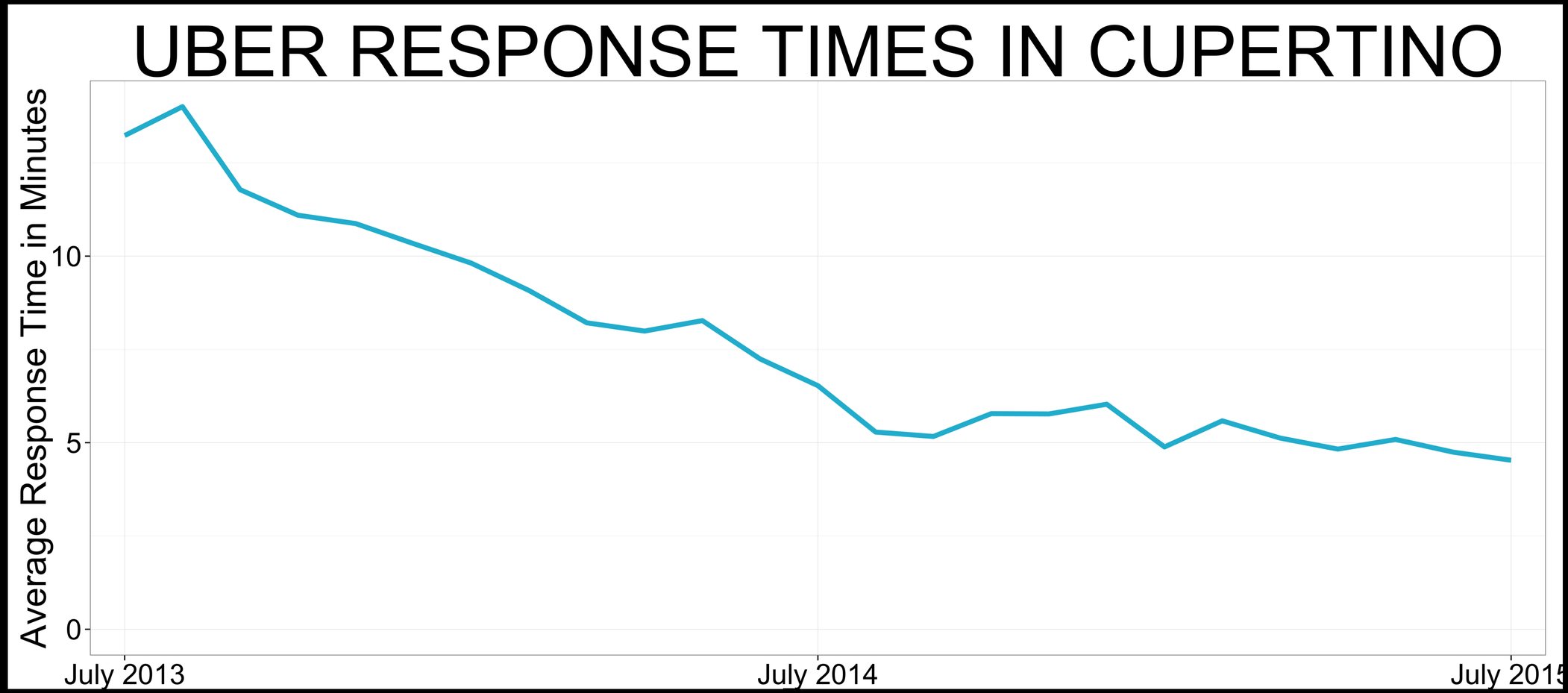
HIGHEST EARNING NEIGHBORHOODS

LOWEST EARNING NEIGHBORHOODS

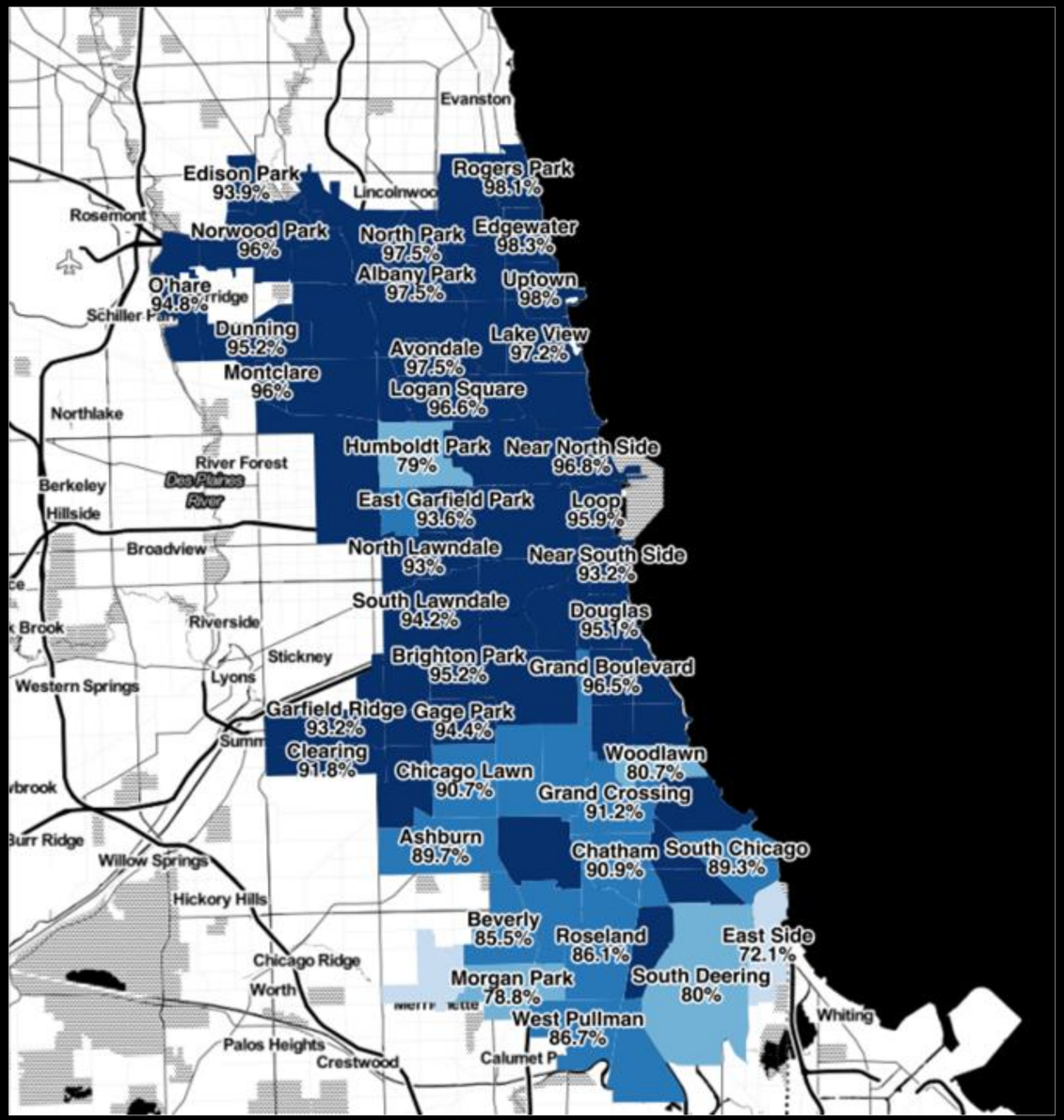
"I am pretty much in every single neighborhood on a weekly basis, especially on weekends. Because people are drinking and having fun and then they are going home to the Sunset, going home to San Bruno, going home to Daly City. And it is really everywhere. Uber is everywhere."

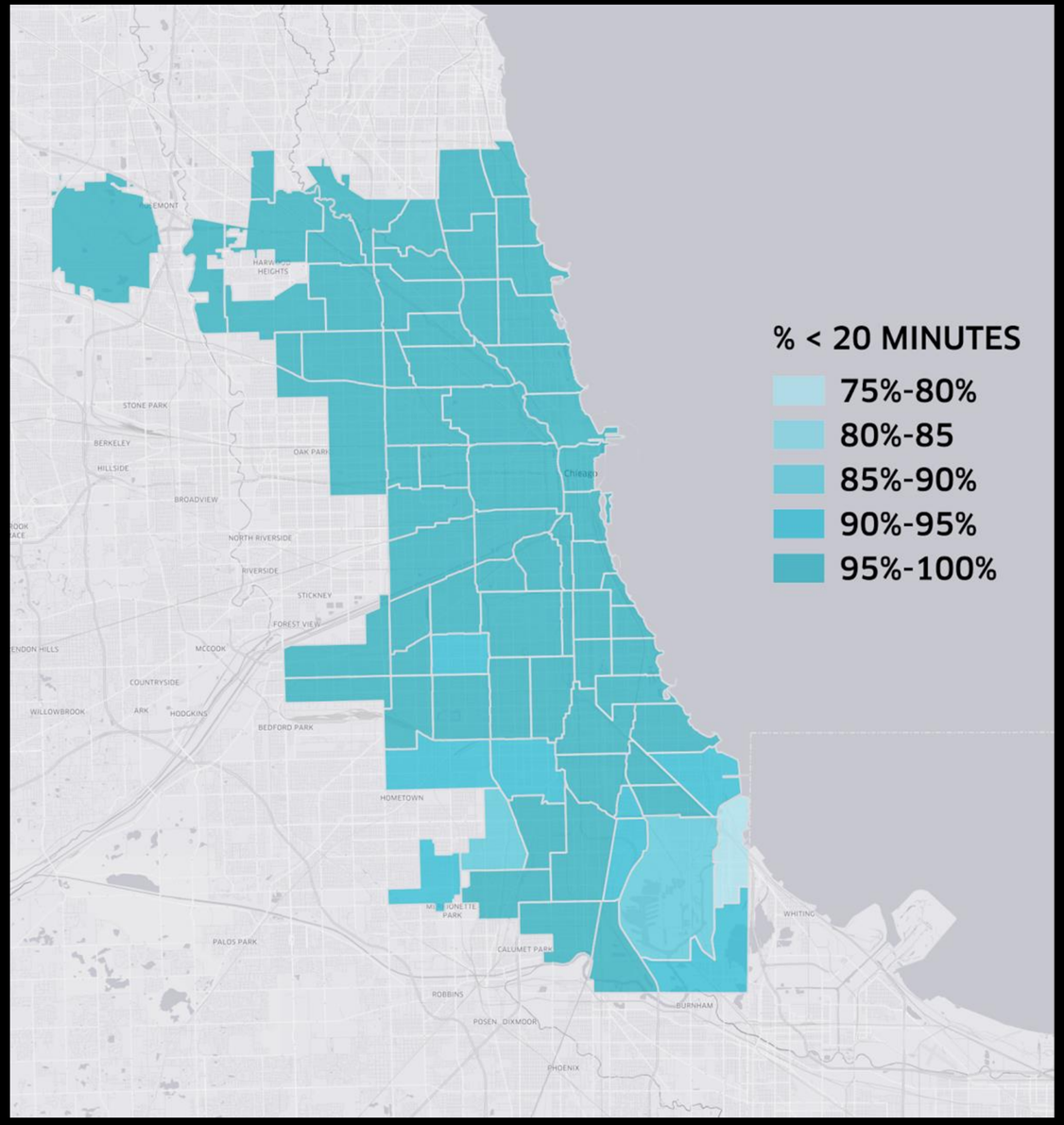
MARCO, UBER DRIVER PARTNER–SAN FRANCISCO

AND THEY'RE GETTING BETTER



TRADITIONALLY UNDERSERVED COMMUNITIES





TRANSIT UBER

Uber Helps Public Transit:

- ✓ Expand its reach
- ✓ Address first and last mile
- ✓ Increase ridership
- ✓ Supplements during disruptions
- ✓ Get more from major investments

Public Transit Helps Uber :

- ✓ Reduces congestion
- ✓ Handles large event crowds
- ✓ Affordable component in the density of choices
- ✓ Enhances attractiveness of city living

PARTNERSHIPS

UBER | marta

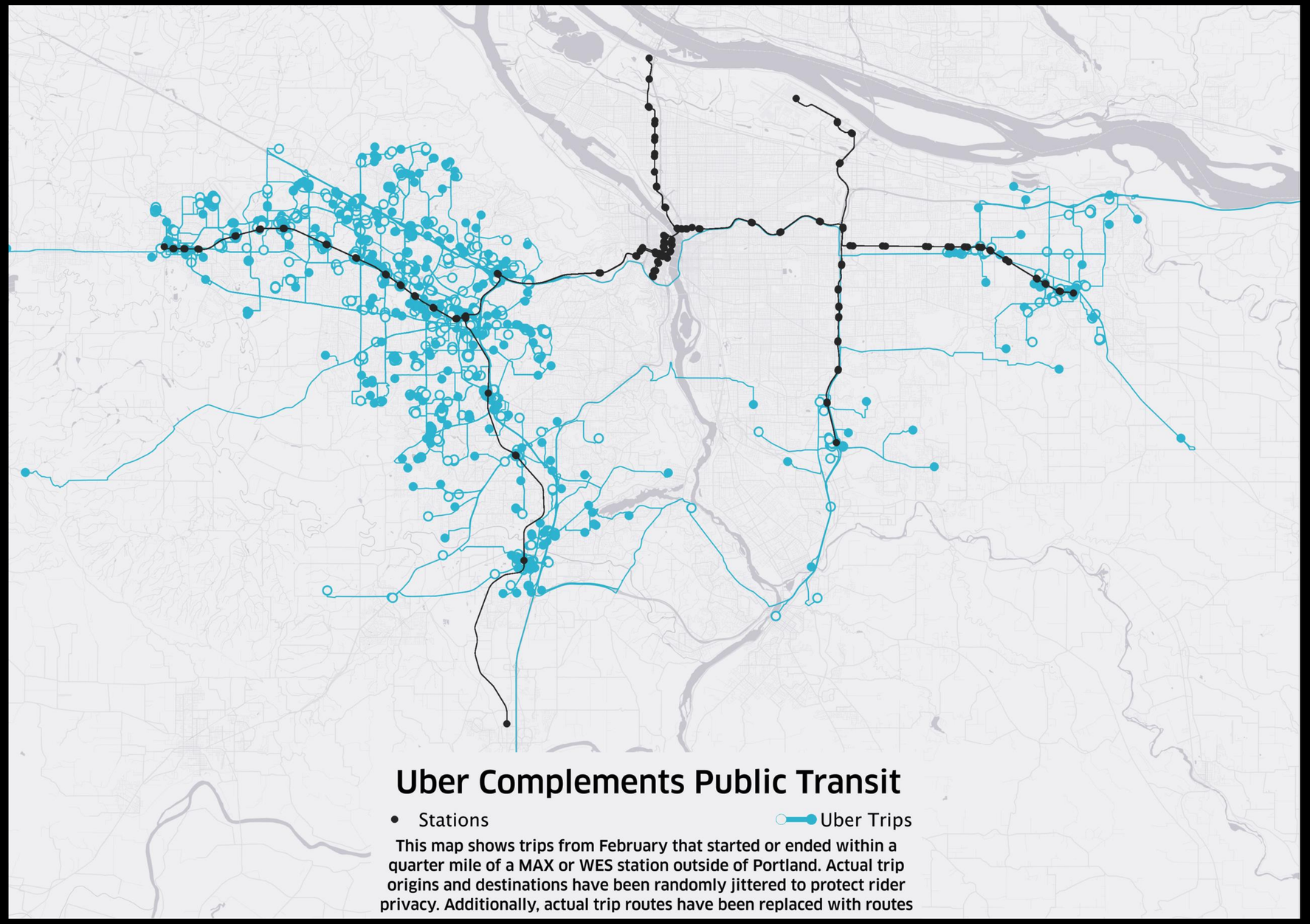
UBER + DART

FUTURE PARTNERSHIPS

Uber’s Platform Allows For

- Geofence Based Trip Rules
- Time of Day Restrictions
- Expensing
- Flexible Demand Response

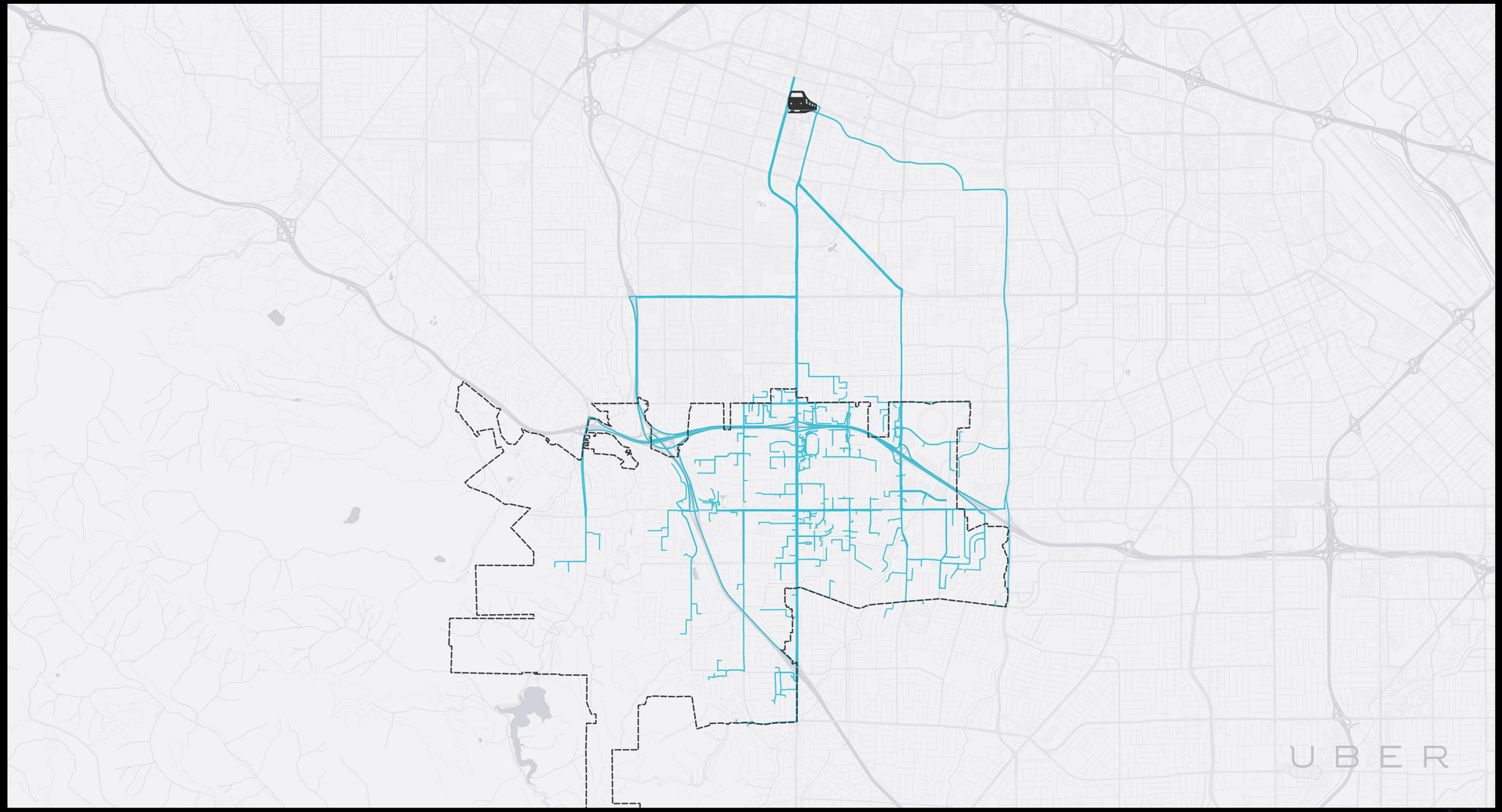
PORTLAND, OR



UBER

CUPERTINO

CALTRAIN



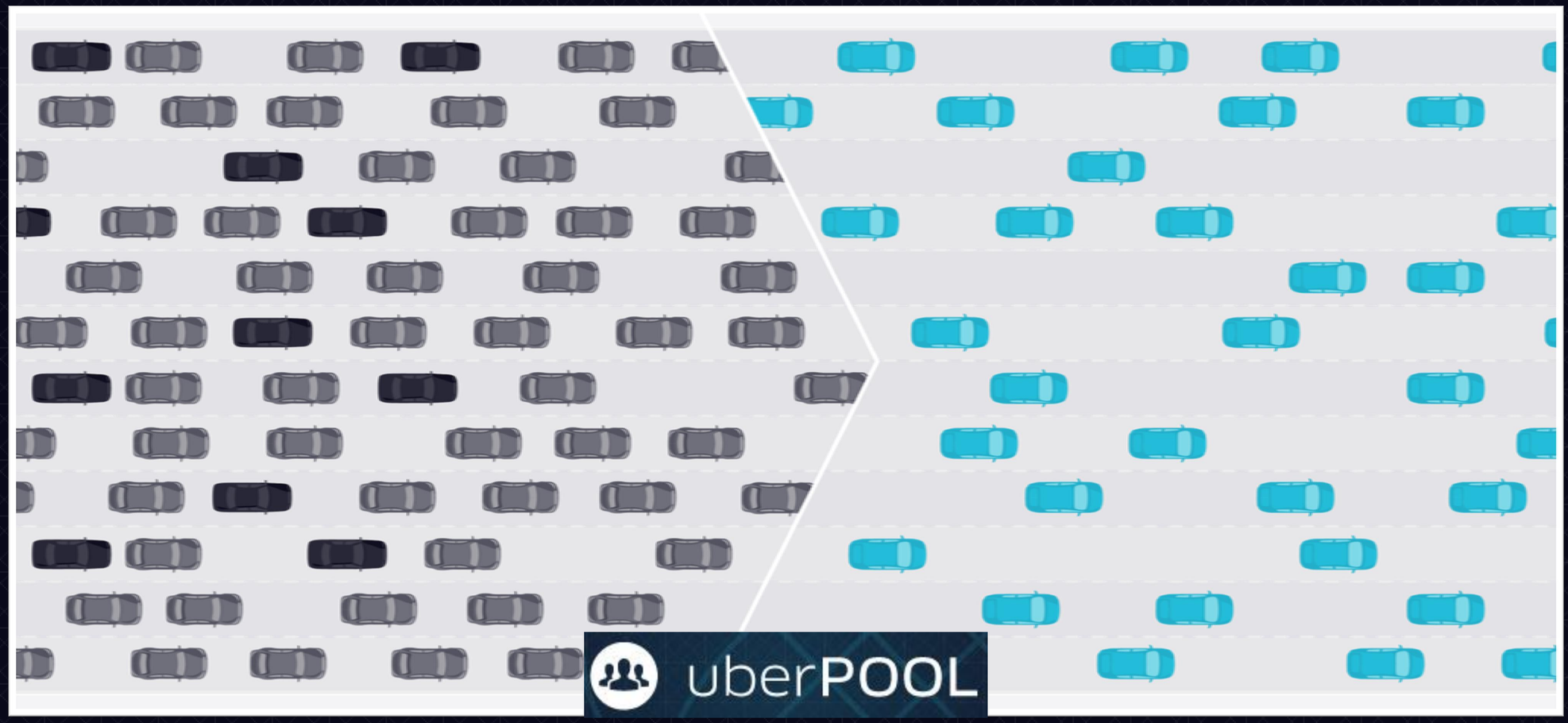
UBER | madd

MILWAUKEE

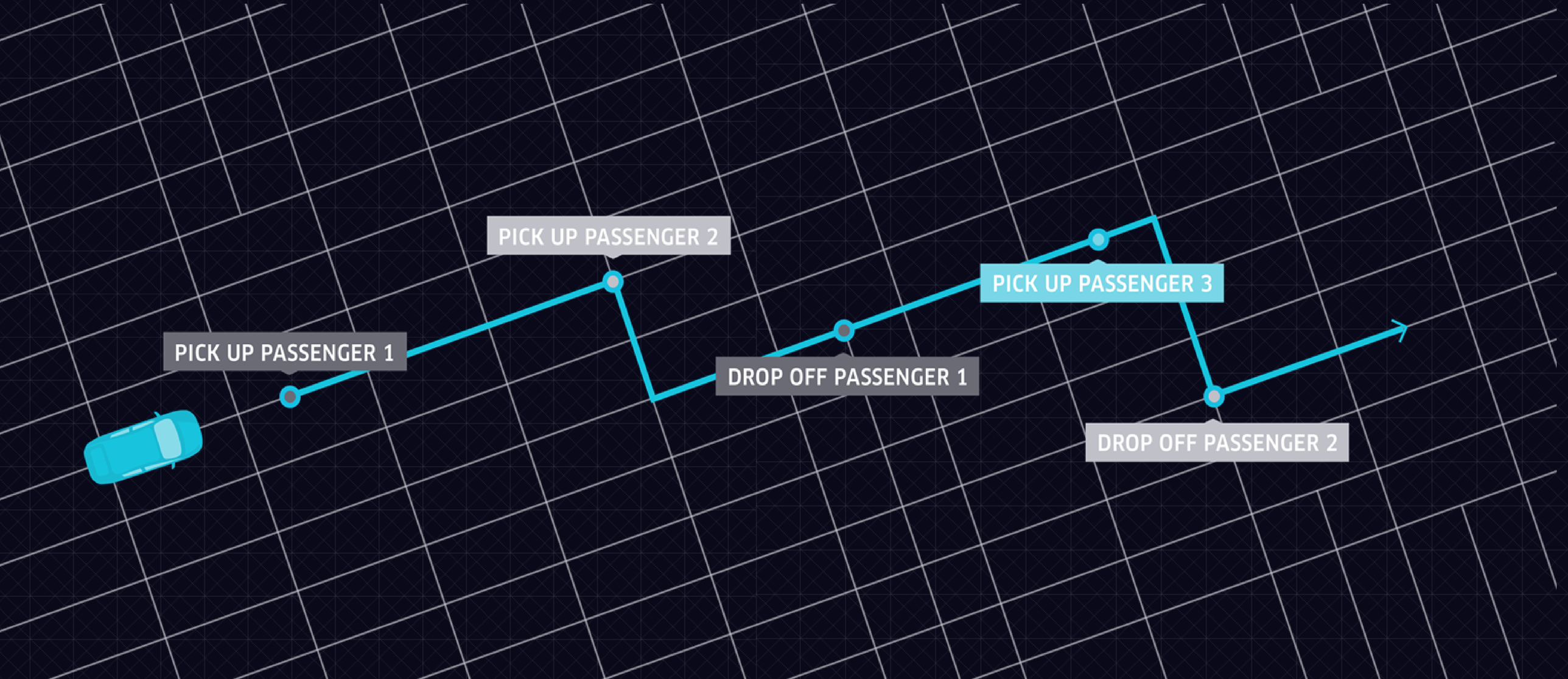
Uber Requests vs. Alcohol-Related Crash Fatalities

DENSITY OF CHOICES

BETTER UTILIZATION OF VEHICLES



SEQUENTIAL UTILIZATION OF VEHICLES



THANK YOU