

# Collaborative mobility and sharing cities

Guy Levin, Public Policy, Uber

SEPTEMBER 8, 2016

A photograph of a woman with curly hair, wearing a white shirt and blue overalls, walking across a city street crosswalk. She is carrying a brown bag. In the background, there are tall buildings, trees, and a white truck. A black rectangular box with the word "UBER" in white capital letters is overlaid on the bottom left of the image.

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In the UK people spend 10  
hours each week behind the  
wheel of a car

*Source: Inrix*





Cars are responsible for over  
12% of CO<sub>2</sub> emissions in the  
EU

*Source: European Commission*



A world map with a dark blue background and glowing blue dots representing data points. The dots are concentrated in North America, Europe, and Asia, with a few scattered dots in South America and Africa. The text "70+ Countries" is overlaid in the center.

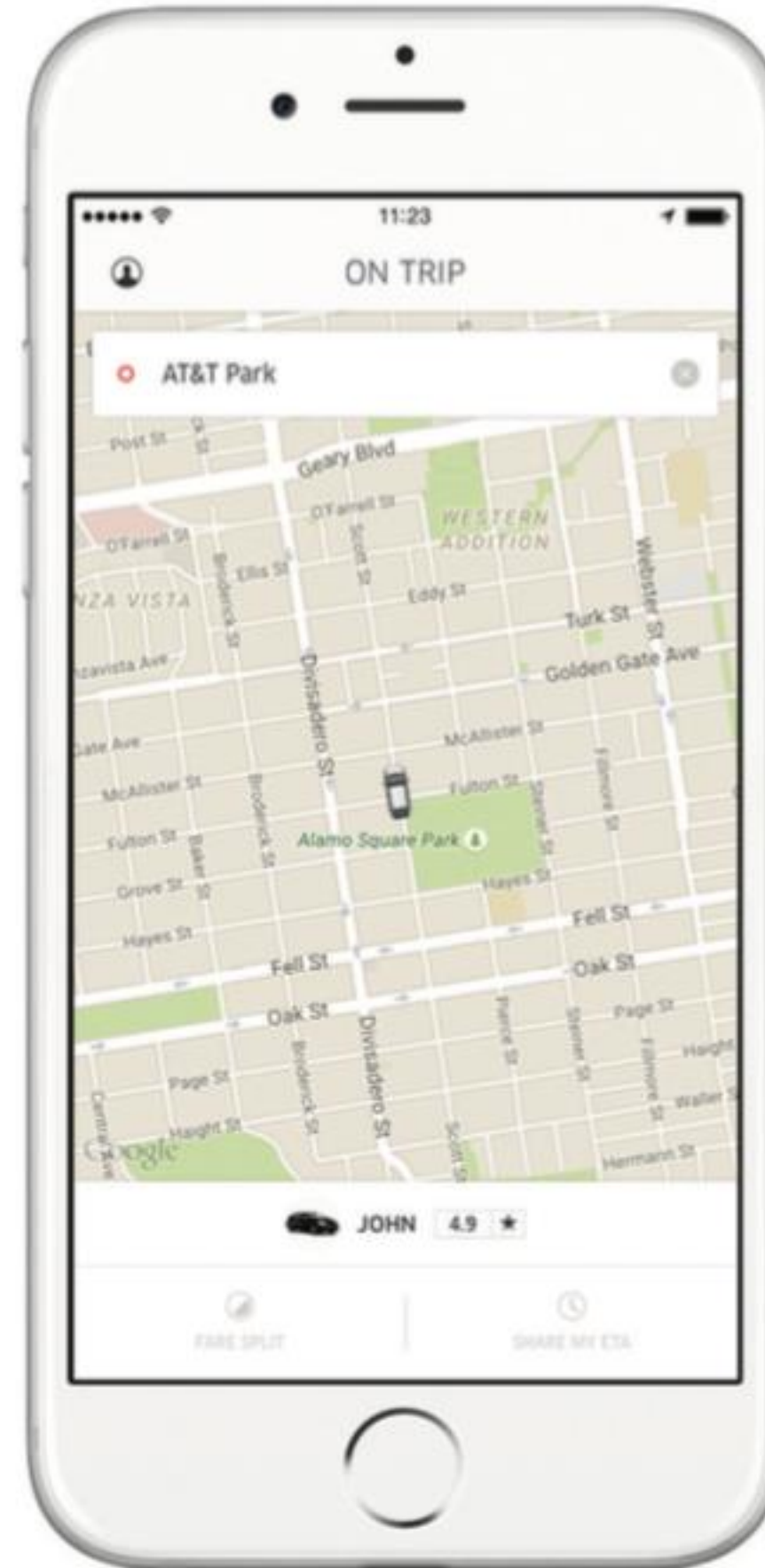
70+  
Countries



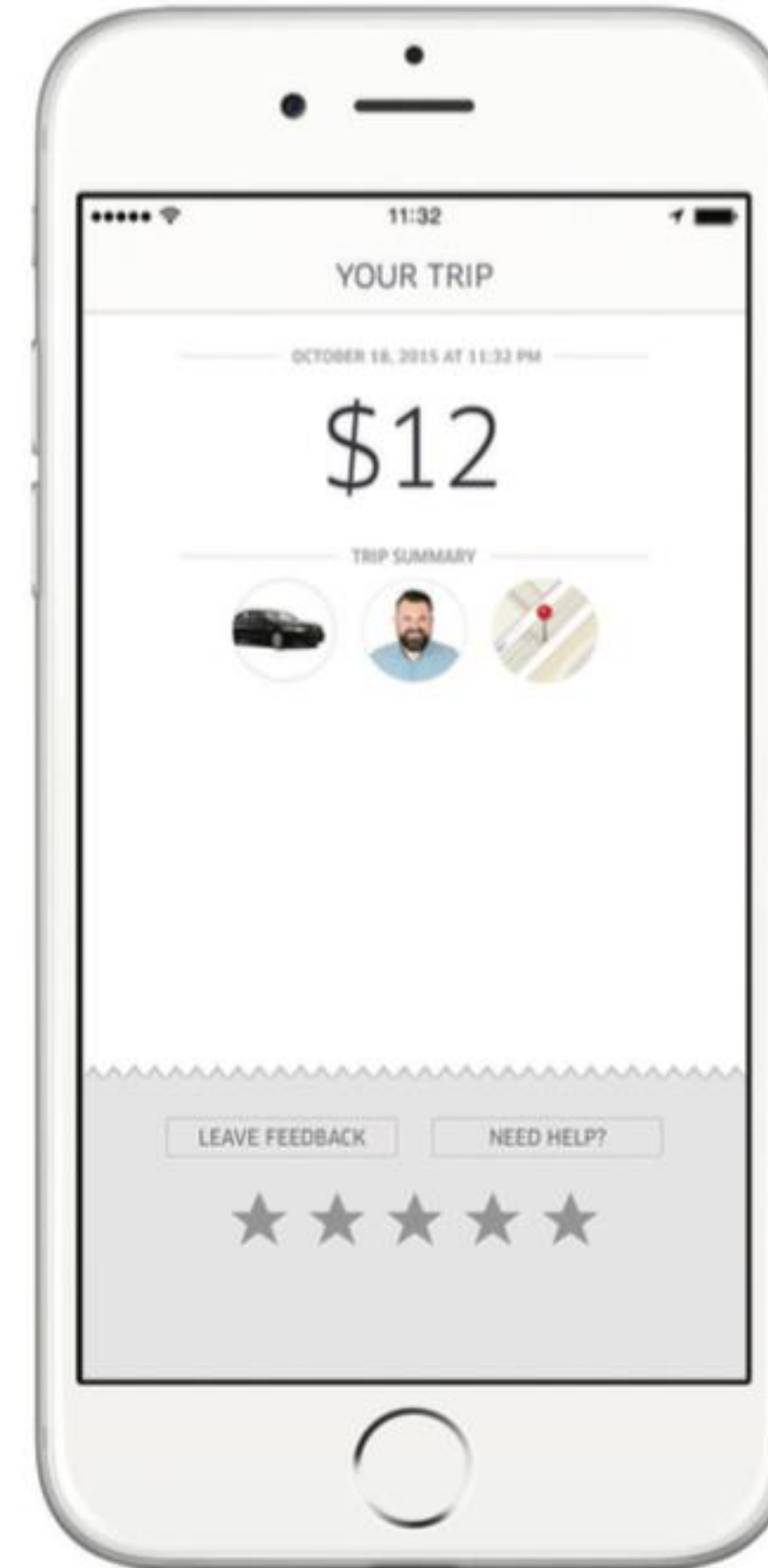
1  
REQUEST



2  
RIDE



3  
RATE



# Extending Transit & Connecting Communities



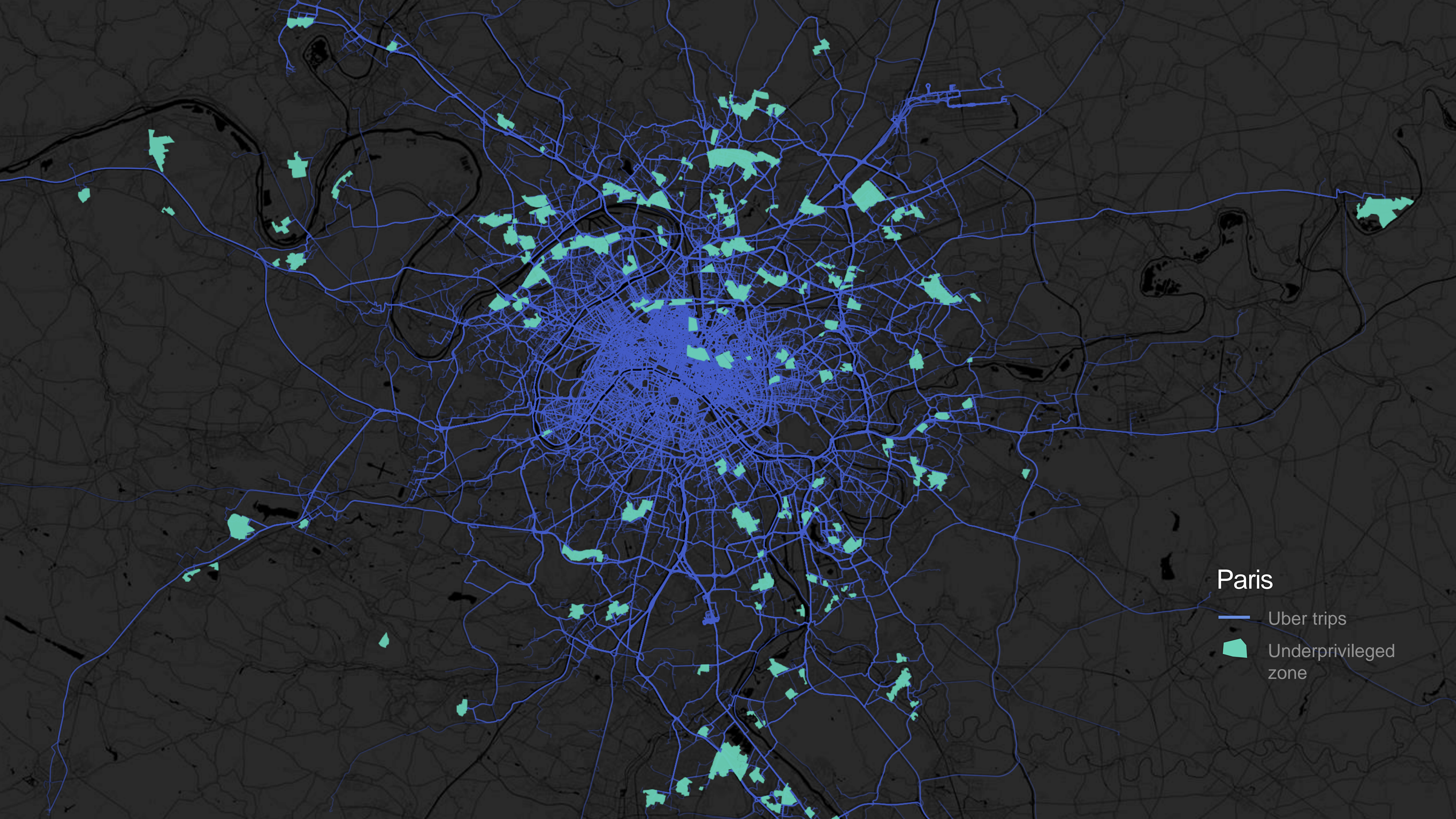


London

Uber trips

Train stations

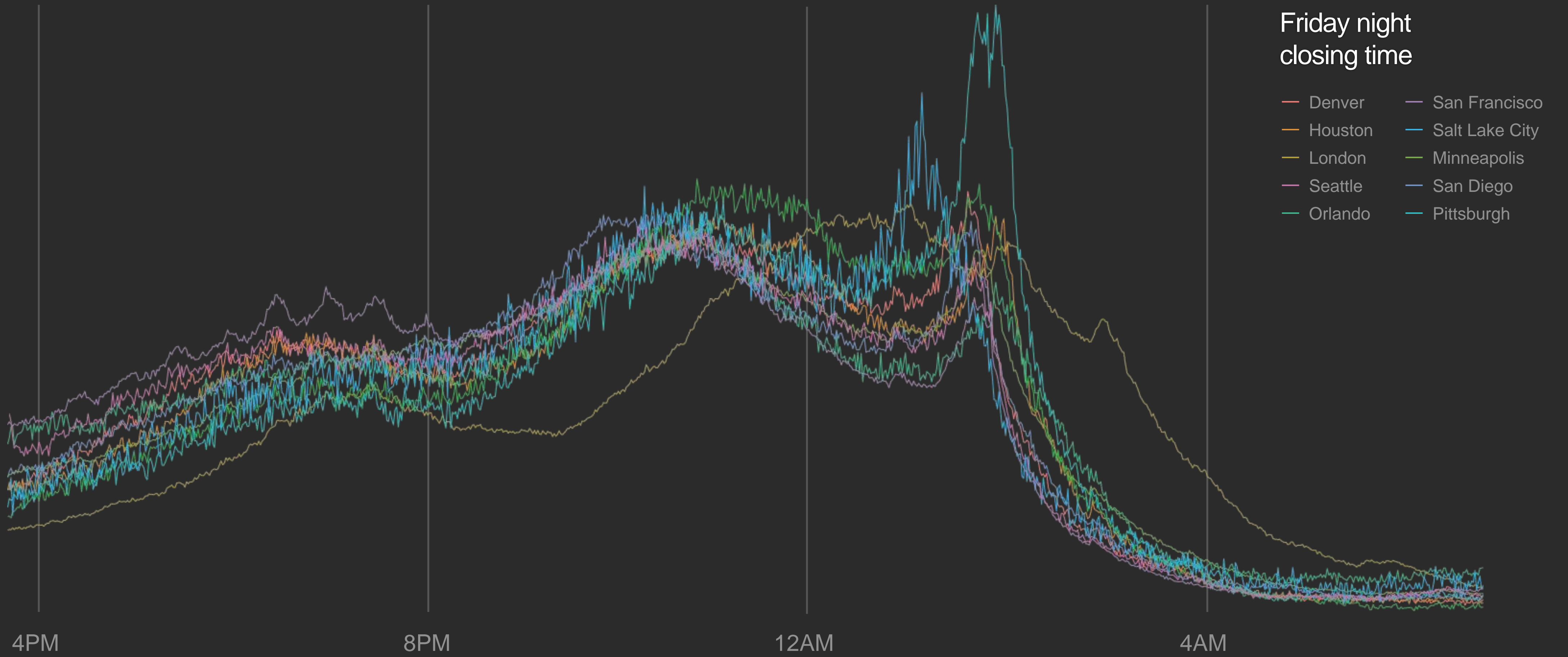




## Paris

- Uber trips
- Underprivileged zone







# Complementing Public Transport

Partnerships and multimodality



# SHARED MOBILITY AND THE TRANSFORMATION OF PUBLIC TRANSIT



# American Public Transportation Association

## *Shared Mobility*

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



Uber Under the Hood

Mar 16 · 3 min read

Recommended by you and 14 others

## All aboard! New report finds that ridesharing complements public transit

*By Andrew Salzberg, Mobility Policy Lead*





## Picking up where public transit drops off





NEED A RIDE TO OR FROM THE MARTA STATION? **REQUEST A RIDE WITH UBER.**


FOR A FREE FIRST RIDE TEXT **MARTA** TO 827-222\*

NEW USERS ONLY. \*STANDARD MESSAGING & DATA RATES APPLY.  
WWW.ITSMARTA.COM / 404.848.5000

 **Uber Under the Hood**  
Jan 11 · 2 min read

Recommended by you and 11 others



### TransLoc and Uber partner to pioneer a new standard in public transit

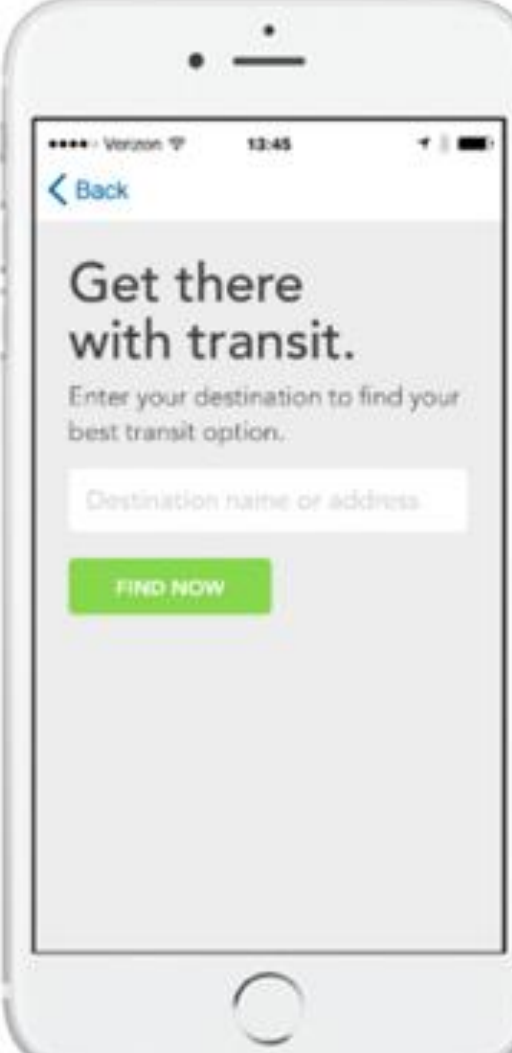


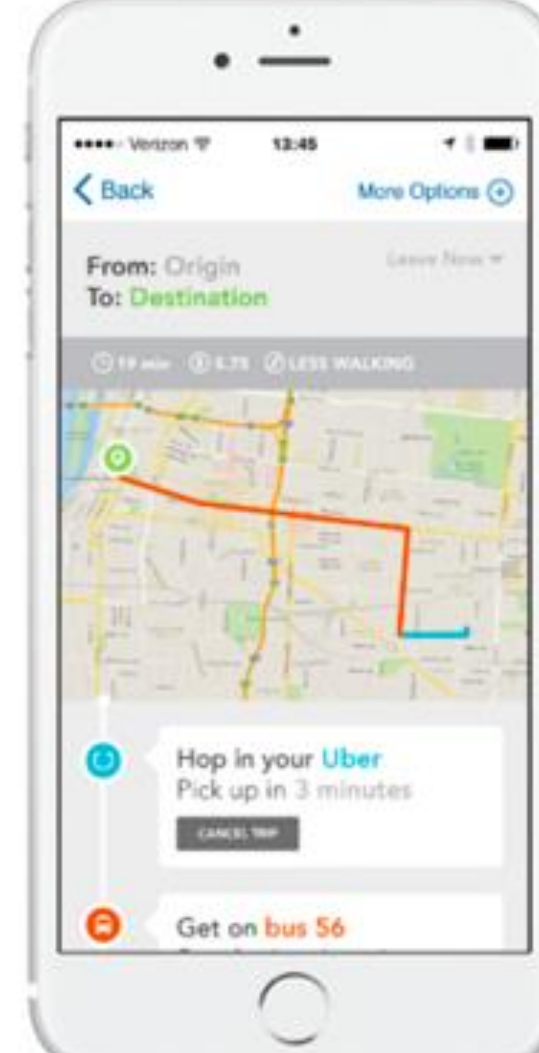
### The simple and beautiful way to get around.

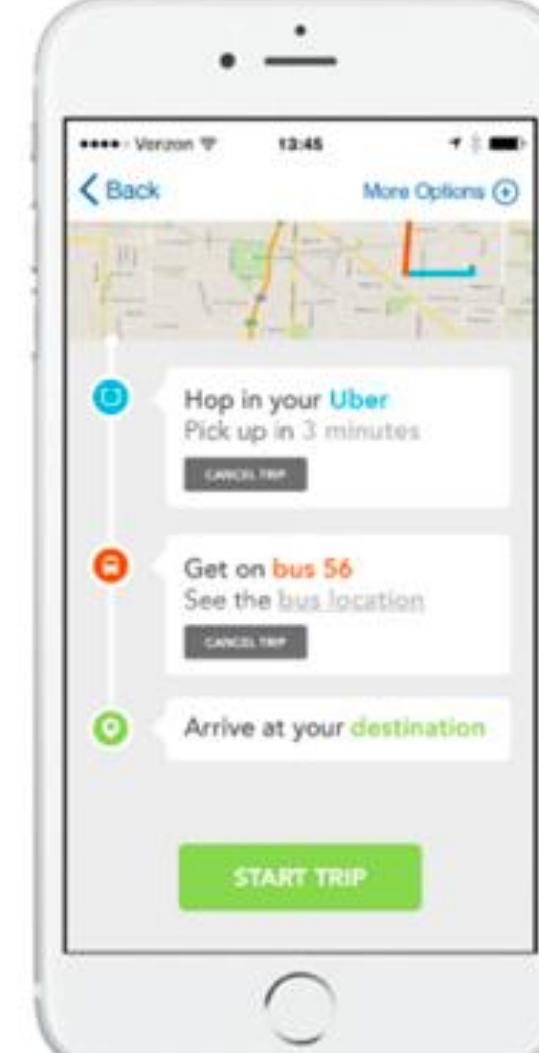
Get upcoming departure times for all nearby transit lines in big text and bright colours — no taps required. Plan your trip, set reminders, get notifications about disruptions. Public transit not cooperating? Don't fret: easily request an Uber, reserve a car2go or grab the closest bike share.

Your commute should be simpler. With Transit App, it is.







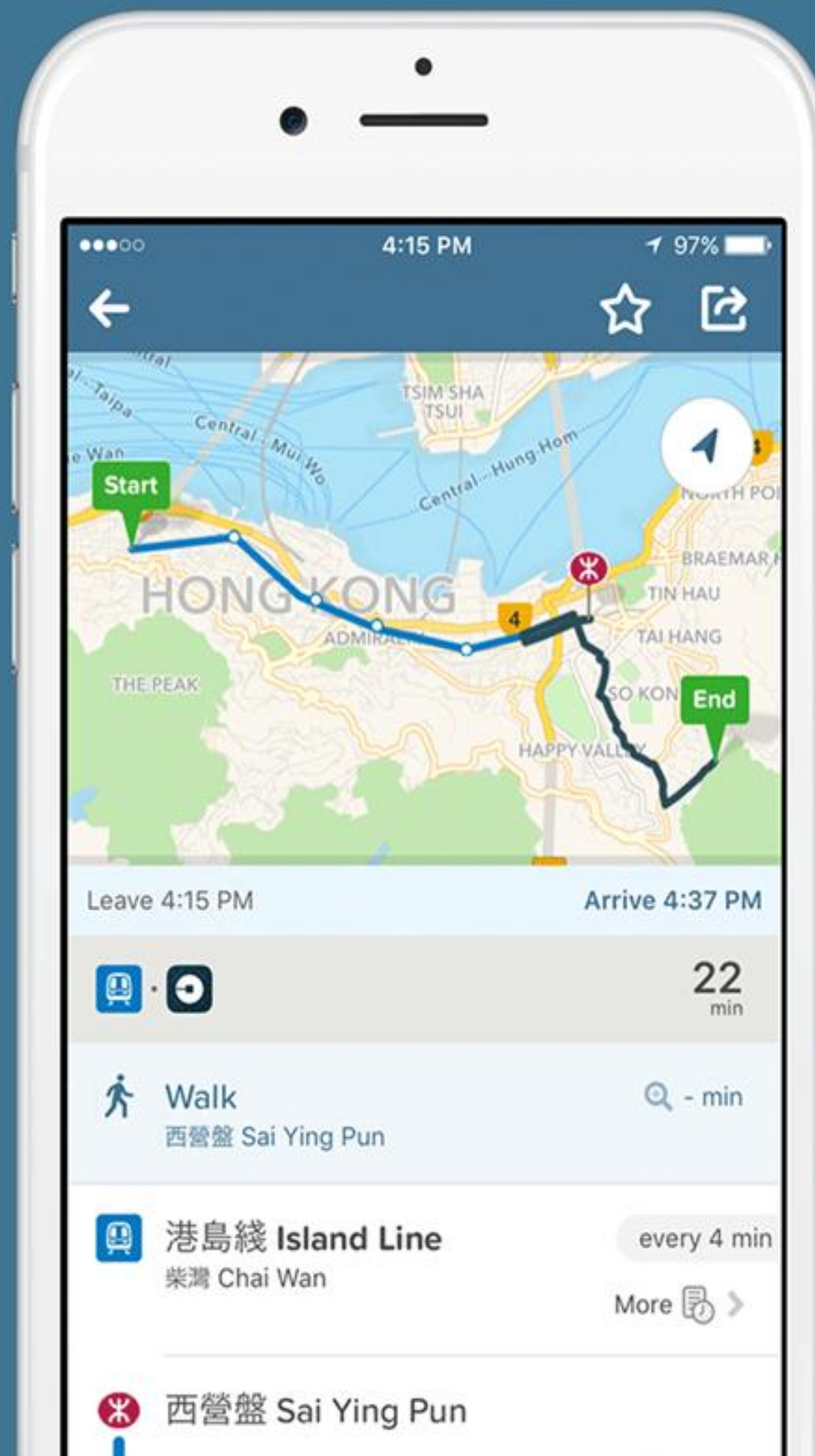




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Citymapper





# Forming Partnerships

## Parkmerced (San Francisco, CA)

**SFGATE** NEWS SPORTS BUSINESS ENTERTAINMENT FOOD LIVING TRAVEL REAL ESTATE C

### Parkmerced plans to subsidize residents' use of Uber, Muni, BART

By Michael Cabanatuan Updated 6:57 am, Wednesday, May 18, 2016



Photo: Scott Strazzante, The Chronicle



IMAGE 1 OF 3

[Buy Photo](#)

A Muni Metro on 19th Avenue passes Parkmerced, the huge residential complex next to San Francisco State University whose developer is offering new residents financial incentives to use Uber and public ... [more](#)

*"It is great to see business and public interests aligning so that city dwellers can truly take advantage of a suite of mobility services, weaning people off of personal cars, and allowing cities to rethink parking needs."*

– Dan Sperling  
Director of the Institute of Transportation Studies at UC Davis



More People in fewer cars



# The big bet: uberPOOL

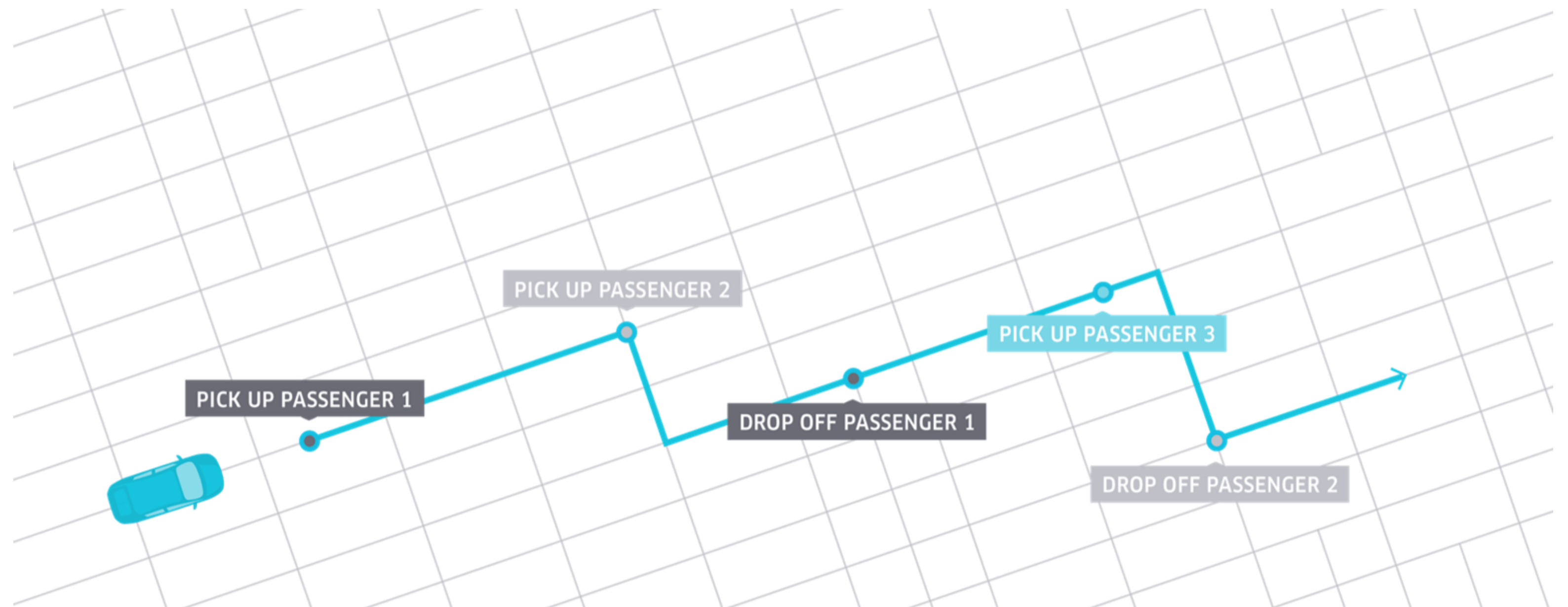
More people in fewer cars

More efficient.

Drivers spend more time per hour earning money on longer trips—without the downtime between passengers

More cost effective.

Riders share the cost between them, while adding only a few minutes of time per trip.

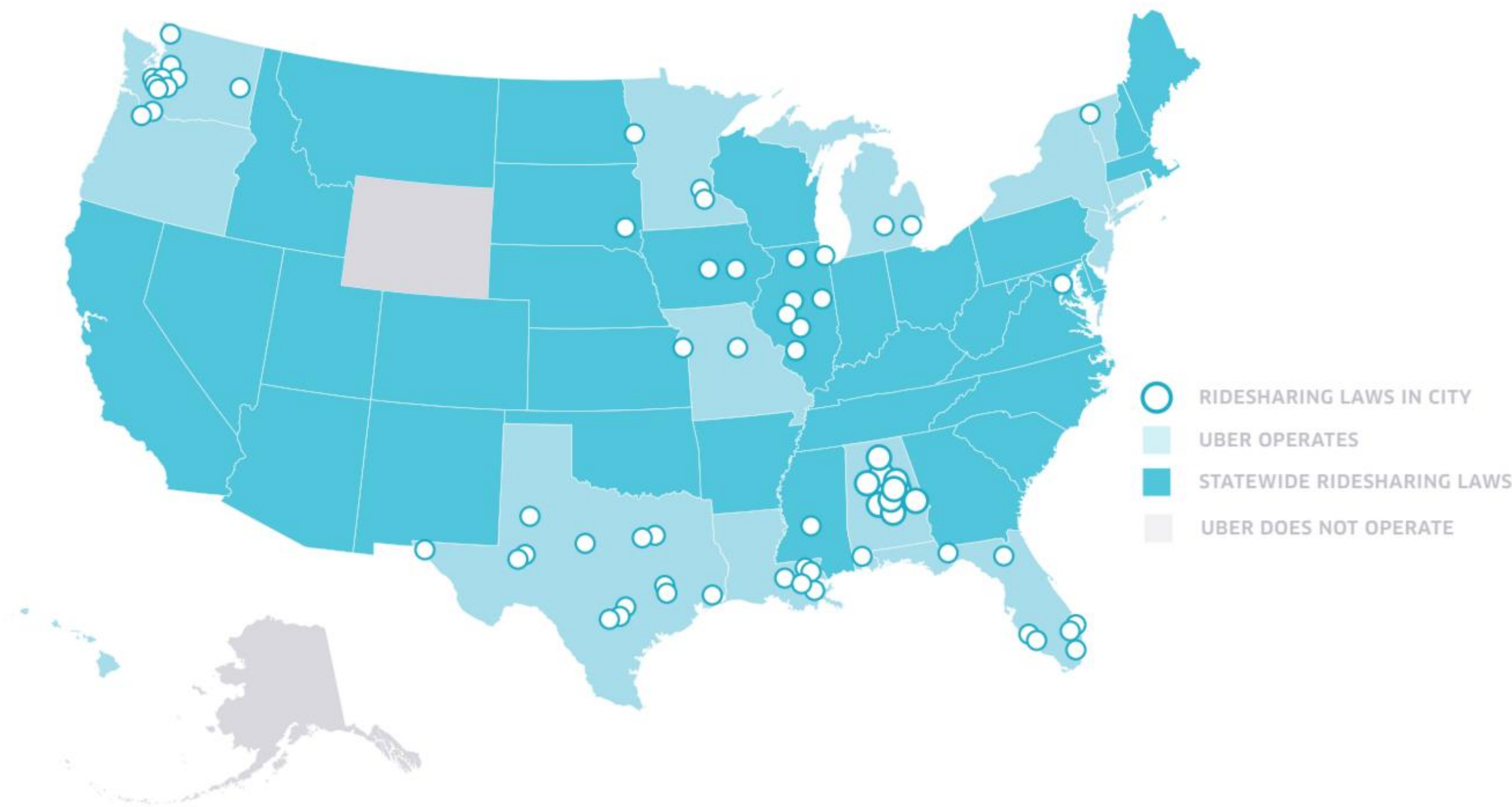




# Racing to rideshare

Momentum for policy change





## United States

### CITIES

ABILENE, TX	COLLEGE STATION, TX	IOWA CITY, IA	MOORHEAD, MN	SEATTLE, WA
ACENSION PARISH, LA	COLUMBIA, MO	JACKSON, MS	MOUNTAIN BROOK, AL	SIOUX FALLS, SD
AUBURN, AL	DALLAS, TX	KANSAS CITY, MO	NEW BRAUNFELS, TX	SPOKANE, WA
AUSTIN, TX	DES MOINES, IA	KING COUNTY, WA	NEW ORLEANS, LA	SPRINGFIELD, IL
BATON ROUGE, LA	DETROIT, MI	LAFAYETTE, LA	NORTH CHICAGO, IL	ST PAUL, MN
BEAUMONT, TX	EDWARDSVILLE, IL	LACEY, WA	ODESSA, TX	TACOMA, WA
BELLINGHAM, WA	ELGIN, IL	LANSING, MI	OLYMPIA, WA	TALLAHASSEE, FL
BIRMINGHAM, AL	FORT WORTH, TX	LEE COUNTY, FL	ORLANDO, FL	TUMWATER, WA
BLOOMINGTON, IL	GAINESVILLE, FL	LUBBOCK, TX	PALM BEACH COUNTY, FL	TUSCALOOSA, AL
BROWARD COUNTY, FL	GARDENDALE, AL	MIAMI, FL	PELHAM, AL	TRUSSVILLE, AL
BRYAN, TX	HAMMOND, LA	MIDLAND, TX	PEORIA, IL	VANCOUVER, WA
BURLINGTON, VT	HOMWOOD, AL	MINNEAPOLIS, MN	PORTLAND, OR	VESTAVIA HILLS, AL
CHICAGO, IL	HOOVER, AL	MOBILE, AL	SAN ANTONIO, TX	WASHINGTON, DC
	HUNTSVILLE, AL	MONTGOMERY, AL	SAN MARCOS, TX	YELM, WA

### STATES

ARIZONA	IDAHO	MARYLAND	NEW MEXICO	SOUTH CAROLINA
ARKANSAS	ILLINOIS	MASSACHUSETTS	NORTH CAROLINA	SOUTH DAKOTA
CALIFORNIA	INDIANA	MISSISSIPPI	NORTH DAKOTA	TENNESSEE
COLORADO	IOWA	MONTANA	OHIO	UTAH
DELAWARE	KANSAS	NEBRASKA	OKLAHOMA	VIRGINIA
GEORGIA	KENTUCKY	NEVADA	PENNSYLVANIA	WEST VIRGINIA
	MAINE	NEW HAMPSHIRE	RHODE ISLAND	WISCONSIN

## Canada

### CITIES

EDMONTON  
OTTAWA  
TORONTO

## Lithuania

### CITIES

VILNIUS

## Philippines

## Mexico

### CITIES

MEXICO CITY

### STATES

PUEBLA  
STATE OF MEXICO  
JALISCO  
GUANAJUATO

## Puerto Rico

## Brazil

### CITIES

SÃO PAULO

## Australia

### STATES

NEW SOUTH WALES  
WESTERN AUSTRALIA  
CANBERRA  
QUEENSLAND  
SOUTH AUSTRALIA

## India

### STATES

ANDHRA PRADESH  
HARYANA  
PUNJAB  
RAJASTHAN  
TAMIL NADU  
TELANGANA



# Thank you

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