

Marysville – Union County Rideshare Connector

Uber Transit



What are the issues?

- Current lack of public transportation opportunities - 1 in 10 UC residents report lack of transportation as a major barrier
- 26k commute into UC daily, 22k commute out (Net Gain)
- Union County is the 2nd fastest growing county in the state – need for reliable mobility is vital
- Ride sharing can get you to Marysville – but can be difficult to get a ride to another zip code from Marysville – interconnectivity lacks in the community.

Things we've been working on...

- Developing a proposed plan in partnership with Uber to bring dependable ride sharing capabilities to the community
- Focusing on the use of ridesharing to transport workforce, consumers, and others
- Working on a budget for implementation of ridesharing program

01 Uber Transit



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Transit Operations Project Manager



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Senior Account Executive, Transit Partnerships

01 Where do we fit?

How agencies are working with Uber Transit

Complement paratransit



Replace inefficient fixed-routes



Late night rides



Community-based programs
(i.e. working parents,
low-income, senior, etc.)



How public agencies have leveraged Uber Transit to enhance mobility in their communities

First/last mile rides



Supplement microtransit



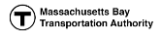
Serve transit deserts



Service disruptions
& rescue rides



Uber Transit 60+ Partnerships



02 Partners in practice



Since 2017

Deliver partially subsidized on-demand public transit to a town with no pre-existing transit network

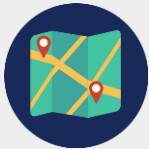
Cost to rider

\$4 for trips to key municipal destinations

\$5 to regional bus stop

\$6 to regional rail

\$4 off to any other destination within the town



Innisfil

Entire municipality



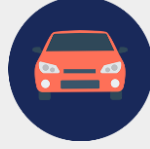
262

Sq. kilometers



100%

Uber



30

Trips per month



Innisfil overview

\$14.72

Average subsidy per trip (CAD)

13.5 km

Average travel distance

7 min.

Average wait time

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Only residents in Marysville and Union County will have access to this pilot program.

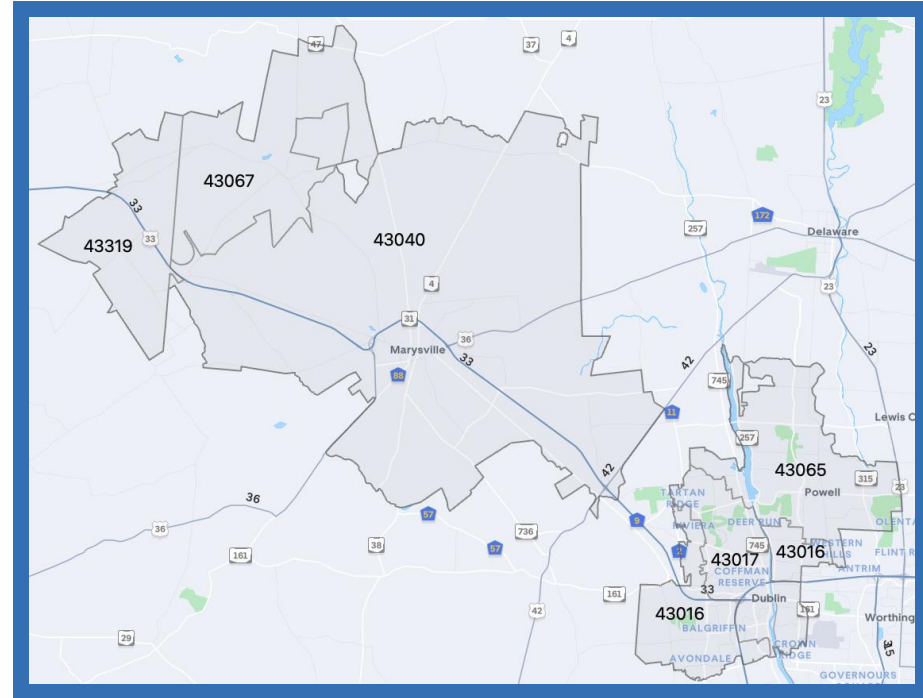


The Union County - Marysville Connector will only pay up to \$10 of a trip, for a rider. That means that if a trip into Columbus is \$19, this program will cover the first \$10 and the rider is responsible for the remaining \$9.

➤ Drivers incentivized \$5 per ride



Residents who live in Marysville and Union County will be eligible for this program. Residents will be able to take rides to Columbus and Dublin and places of employment such as the TRC and Honda Campus



Next Steps -

- Fundraising - \$100,000 – 50% public 50% private investment
- Legal counsel review of agreements
- Gather support from business community, local & county government
- Develop a marketing plan to gain public support and inform
- Goal is to begin program by October 1, 2023

Thank you

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