ONDEMAND TRANSIT: POWERED BY PARTNERSHIP WITH UBER

What can you do to help residents get where they need to go if you do not have the residential density nor data to inform decision-making?

Transit Feasibility Study (2015)
One bus, one route = $600,000 gross start-up cost
Big factor in problem statement:
- affordability of transit model for a geographically large and spread out area

Key Ingredients
- Council support
- partnership agreements
- public education/promotion
- driver recruitment/ride incentives
- funding sources
- community access
- community survey

Questions & Answers
Restate the citizens mission statement?
In the development of these plans, had you considered a homegrown ‘Uber’?
Regardless of distance, it is only $3? Is surge pricing a part of this?
Does Innisfil get any permit revenue from Uber? Vetting of drivers?

How to deliver, affordable, accessible for a geographical large are that lacks the population densities of cities?
Yes and had local taxi community and did engage with them early on to see what services they could offer using technology. Uber came on top due to uber pool and algorithm - response of over 5 mins. See Bellevue, WA & Austin, TX for examples.
Yes, it's a flat fee. In the same way our bus system was. And surge pricing isn't a problem in our area at the moment, though it has been discussed with Uber.
We don't charge Uber to play in this space and have leveled the field with the taxi industry. We also do not vet drivers, but already had high licensing requirements.

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