

Uber Virginia

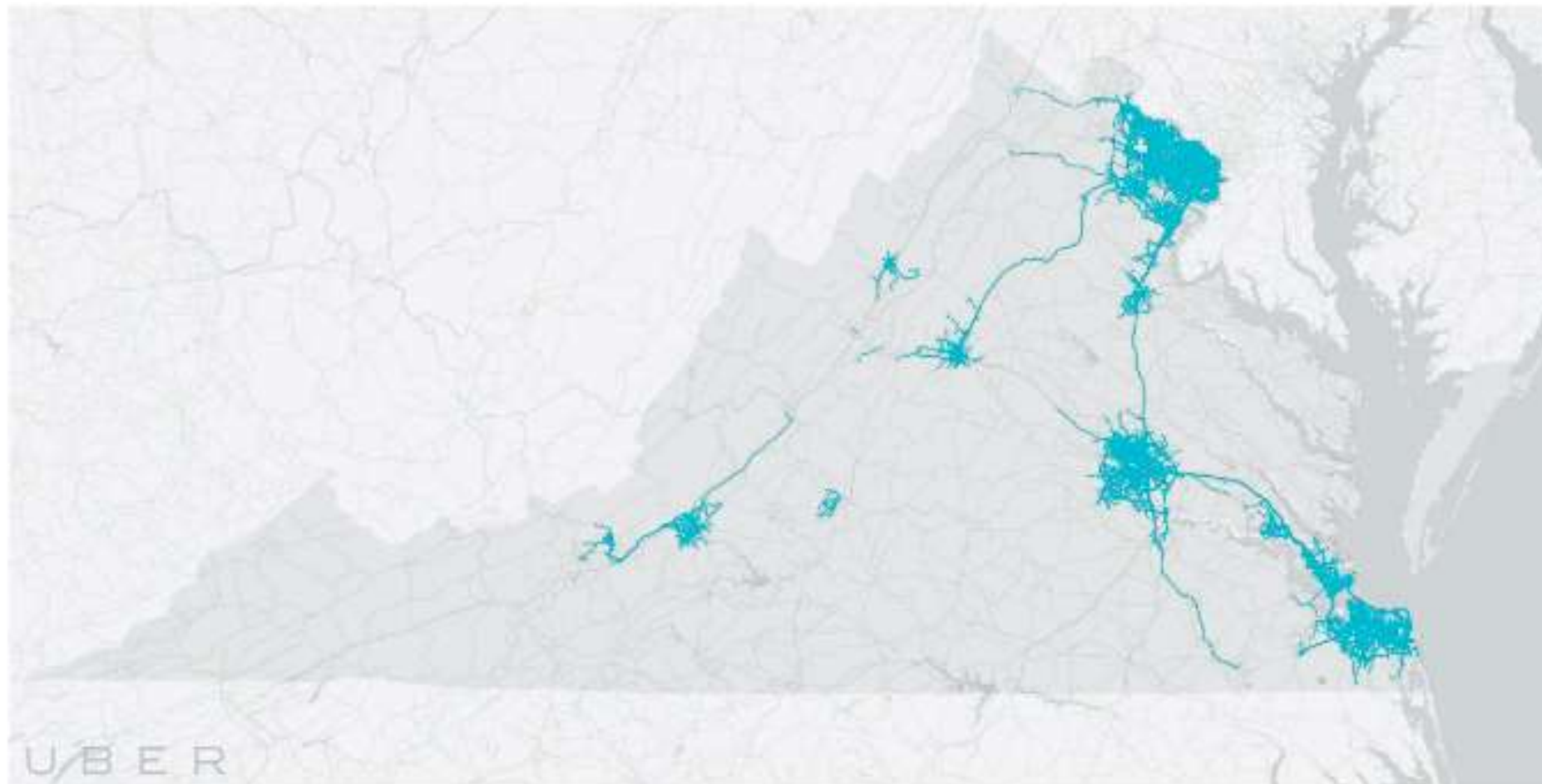
Disruptive Technologies for Tomorrow

April 2016



UBER

Push a Button, Get a Ride



UBER PROVIDES TRANSPORTATION THROUGHOUT VIRGINIA

The blue lines represent Uber trips starting and ending in Virginia.

Data is a random sample from Virginia between 1/1/2016 and 1/7/2016. Points have been jittered for privacy. Actual routes have been replaced by routes generated using an automated routing system.

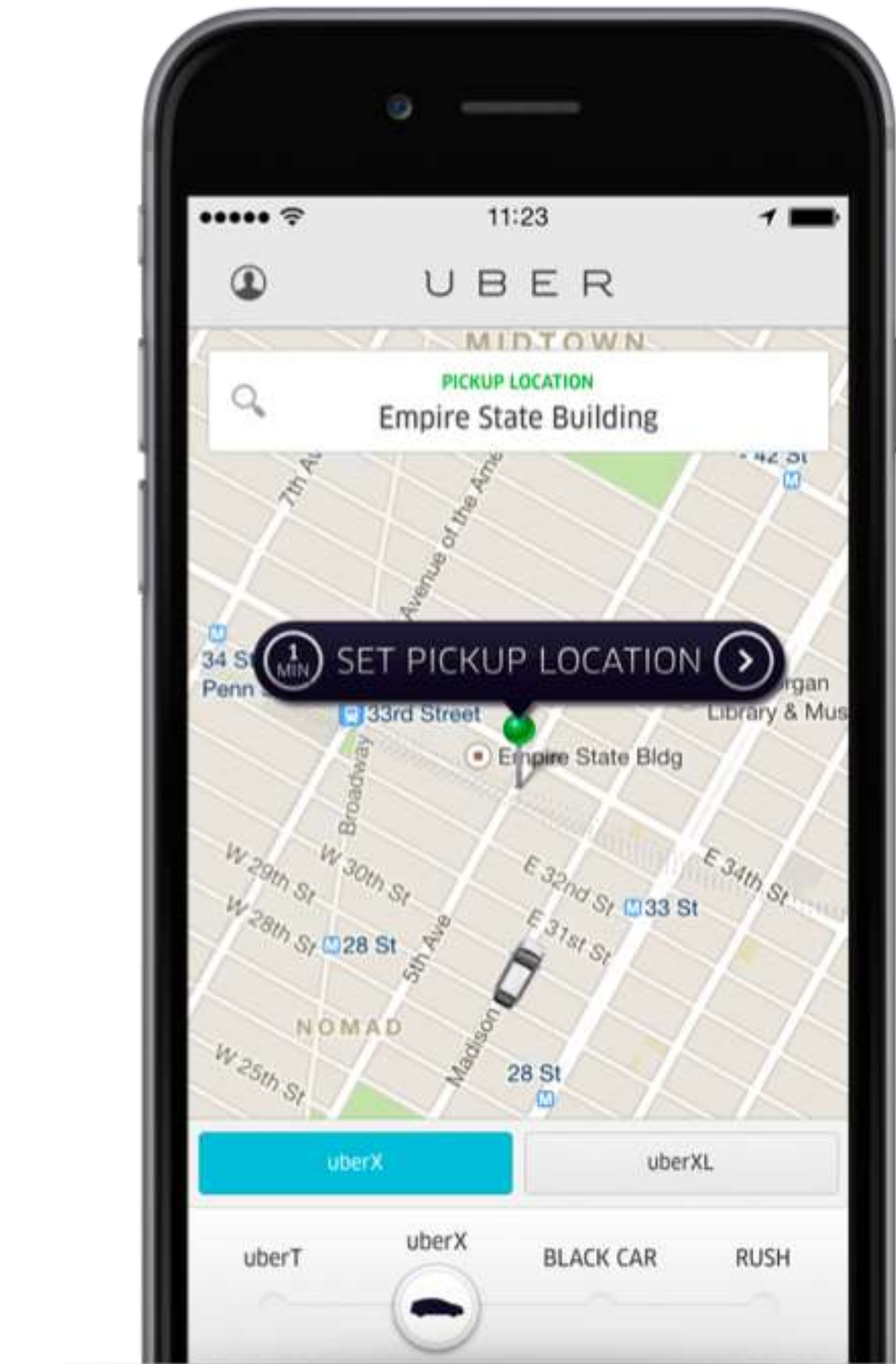
SERVING VIRGINIA SINCE MAY 2014

270,000

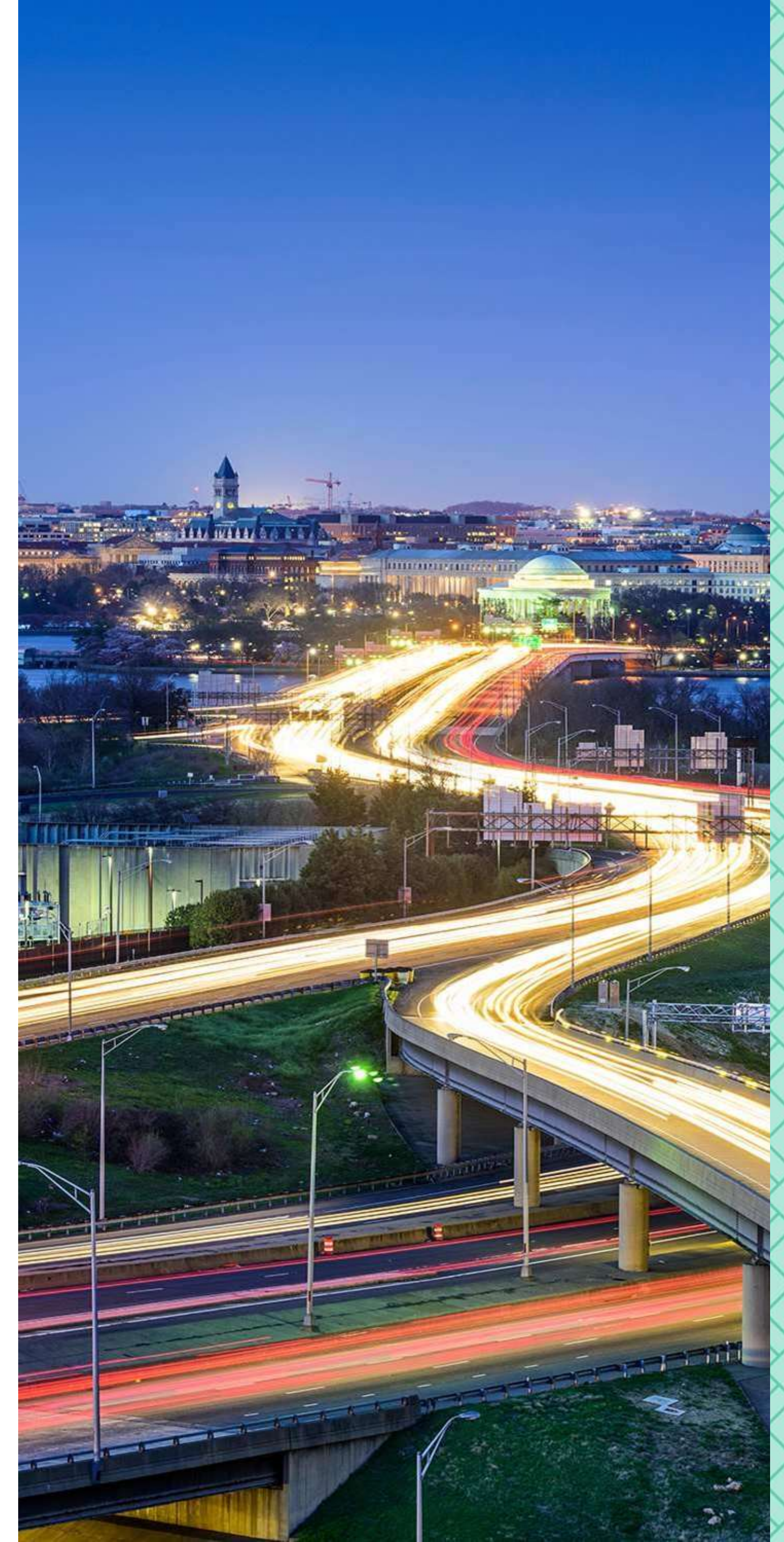
ACTIVE RIDERS

22,000

ACTIVE DRIVER-PARTNERS



More Choice = Good Thing



A Complement to Public Transit

UBER + PSTA

Pinellas Suncoast Transit Authority pays half the cost of any trip (up to \$6) to or from a designated PSTA public transit stops.

UBER + ALTAMONTE SPRINGS

The City of Altamonte Springs subsidizes 20 percent of the cost of every trip beginning and ending within the city limits. Additionally, all trips starting or ending at the Altamonte Springs SunRail station will receive a 25 percent discount.

UBER + MARTA

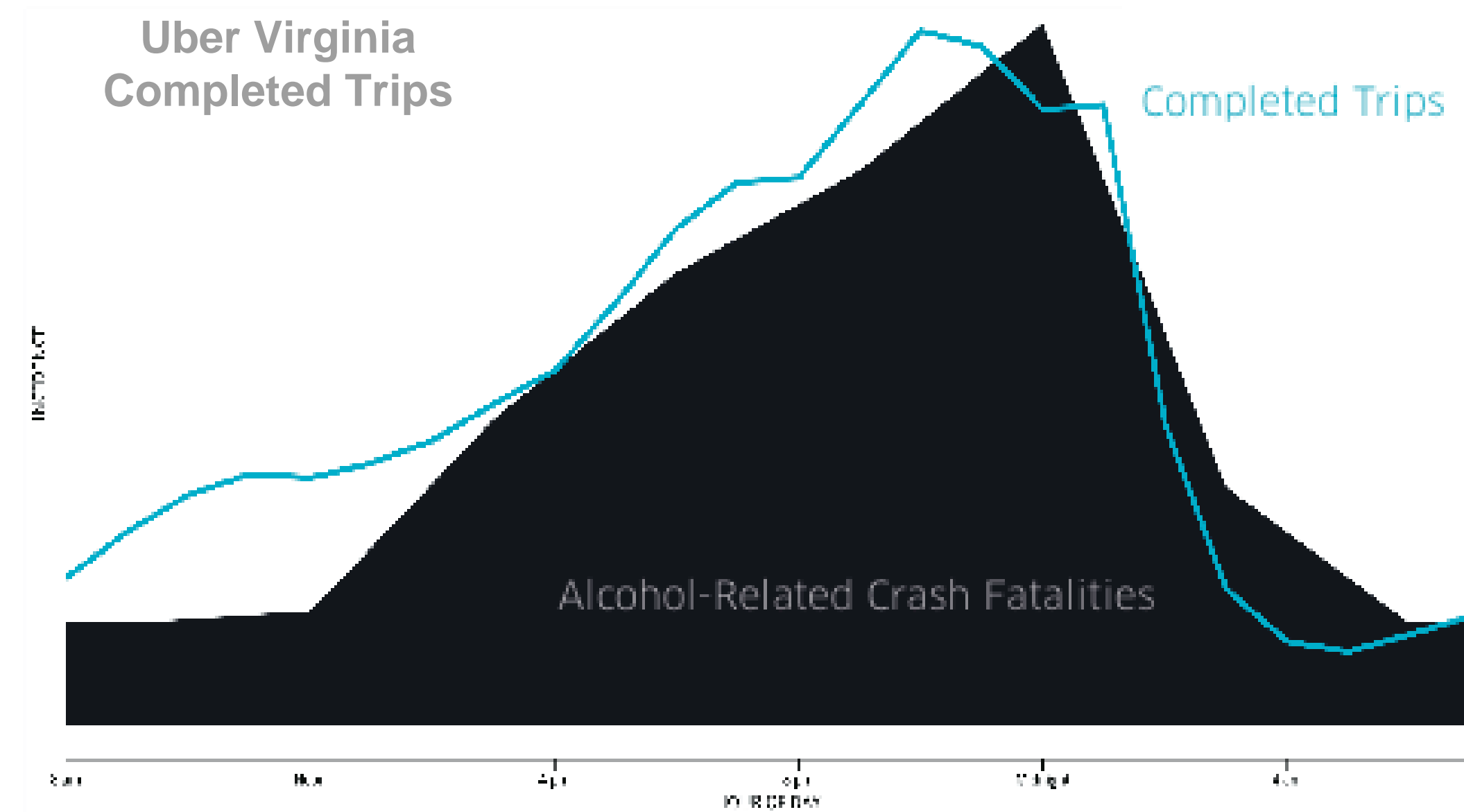
MARTA riders can access Uber through the MARTA app and new Uber riders received \$20 off their first ride with a MARTA promo code.

UBER + DART

DART integrated the Uber app into their mobile ticketing application. DART customers can reach the Uber app directly through the transit app.



People Making Better Choices



UBER



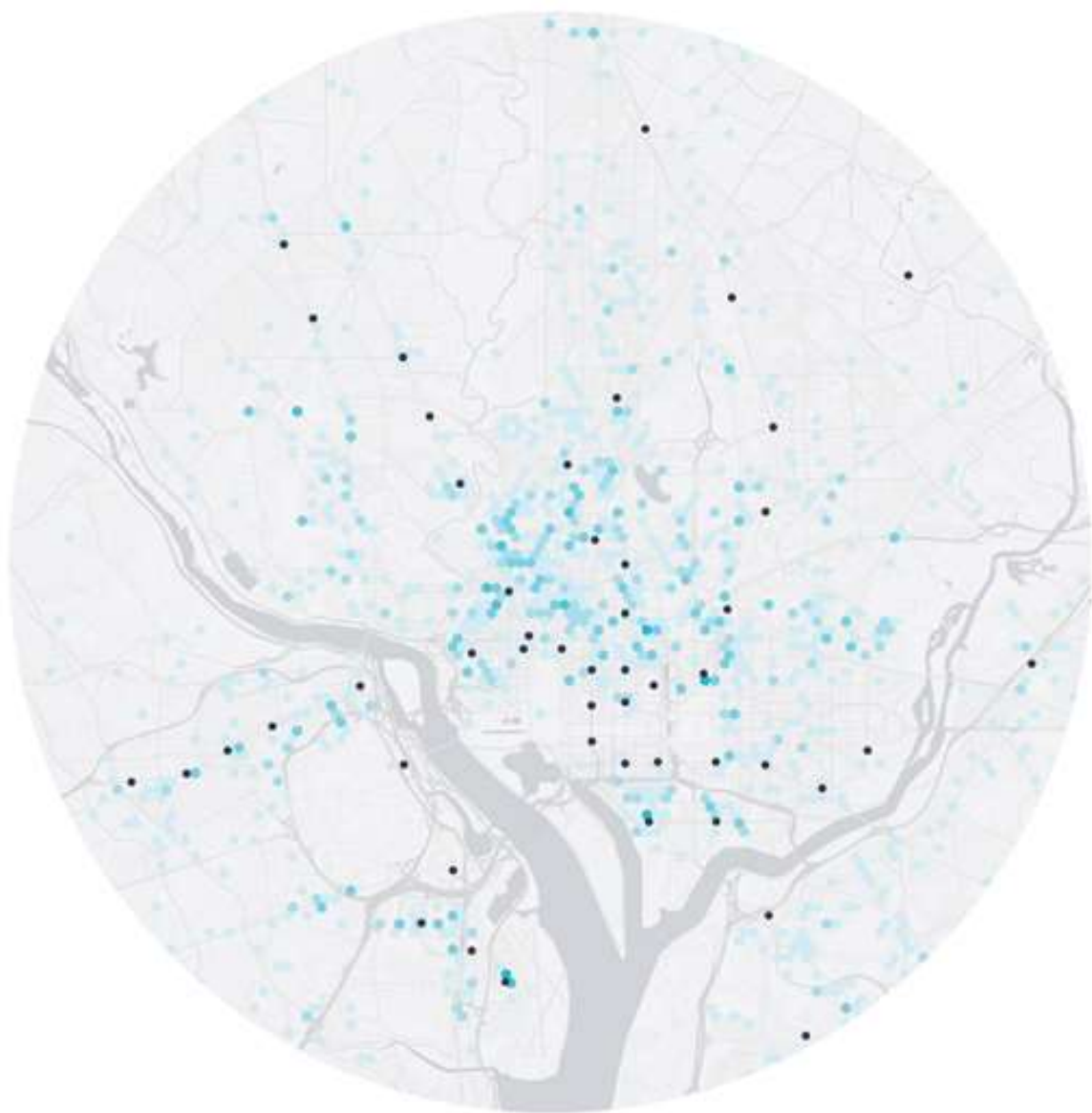
Over $\frac{3}{4}$ survey respondents agreed that friends are less likely to drive drunk since the arrival of ridesharing services like Uber to their city.



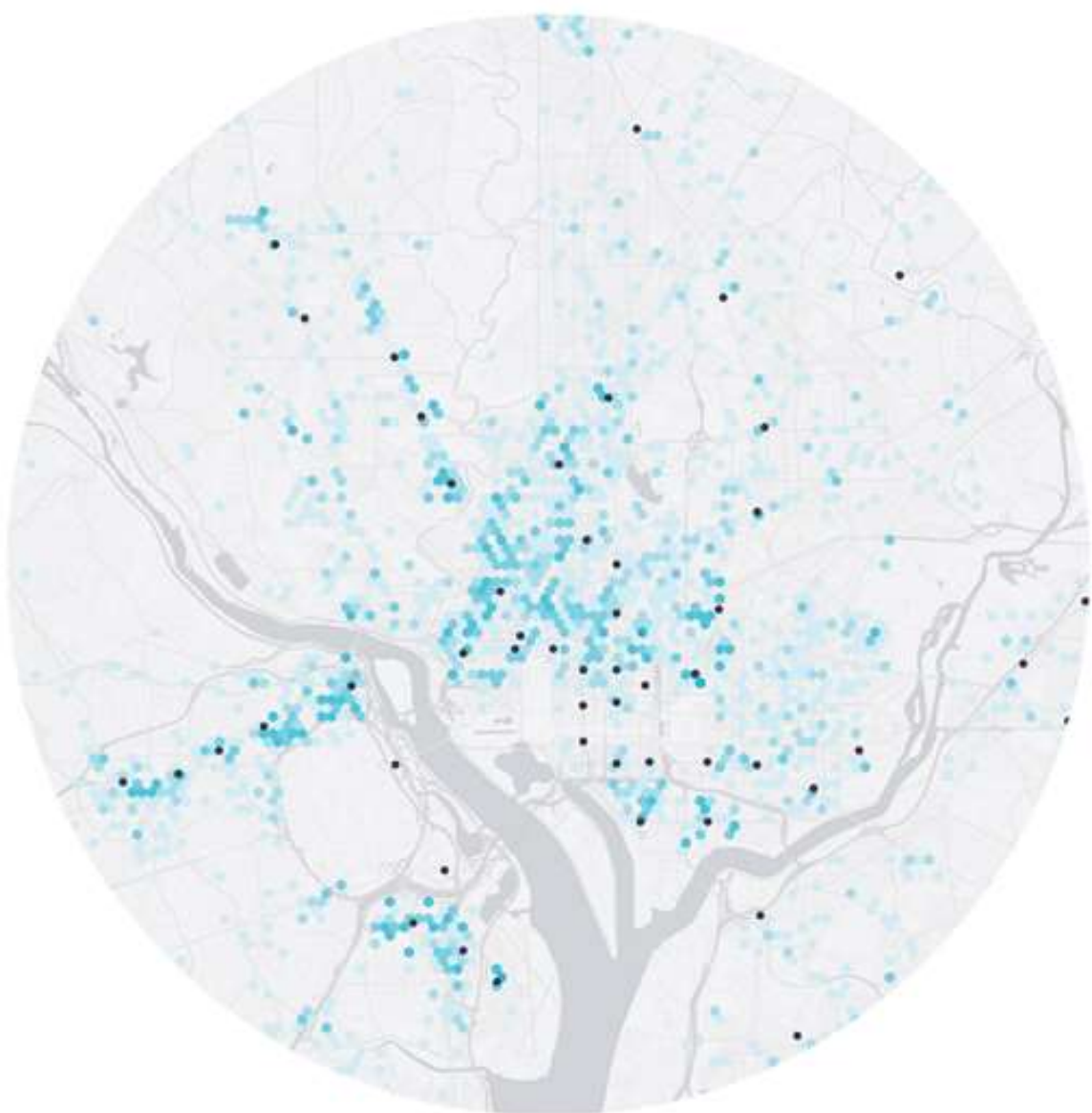
Nearly everyone surveyed would recommend their friends take Uber instead of driving if they'd been drinking alcohol.

uberPOOL

WEDNESDAY, MARCH 9



WEDNESDAY, MARCH 16



UBERPOOL MORNING COMMUTE PATTERNS

WASHINGTON, D.C.

Blue hexagons are colored based on the number of trips that picked up in that area, during morning commute hours (6-9 AM).

- METRO STOPS
- MANY PICKUPS
- FEW PICKUPS

Data from the day indicated, between the hours of 6 and 9 AM. Completed trips only.

Thank You

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