



Keith Hensley

Global Head of Business
Development for Uber Transit

Hello.

01 Background and Mission

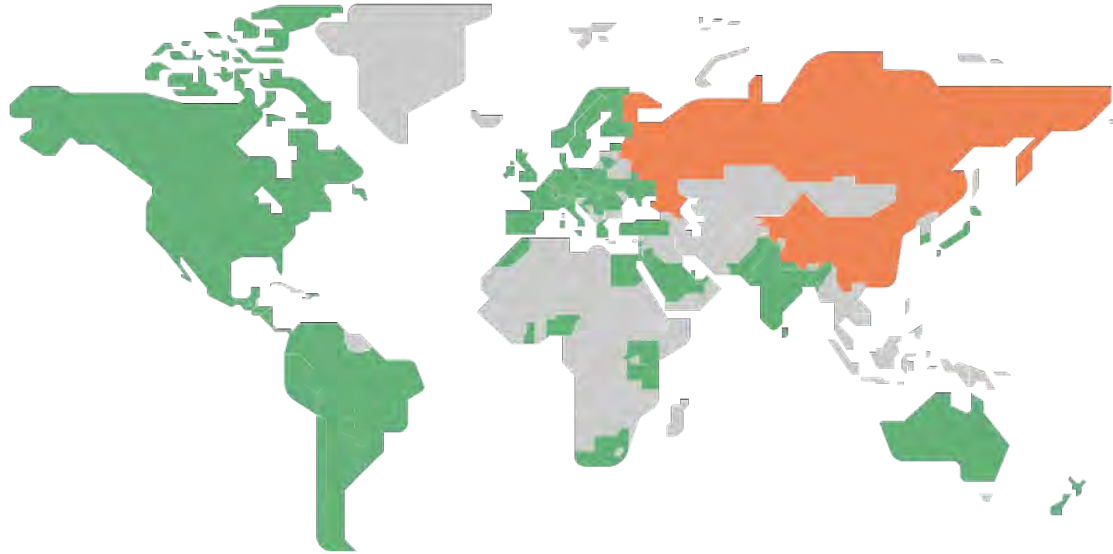
02 Common Goal

03 Uber Transit

03 Results

Background & Mission

Global footprint



-
- Operational
 - Substantial stake in other companies

Global Scale

The Uber logo is centered over a stylized world map. The map is composed of a grid of small white dots on a black background, representing the outlines of continents. The Uber logo is in a large, white, sans-serif font.

Uber

700+

Cities

65+

Countries

10B+

Cumulative Trips

Engaged User Base



Uber

100M+

Monthly active platform
consumers

3.9M+

Active drivers

15M+

Trips per day

Our Mission

“

We share many of the same goals as the 600 cities we serve, and are committed to addressing the same challenges: **reducing individual car ownership, expanding transportation access and helping governments plan future transportation investments.**

Dara Khosrowshahi
CEO, Uber

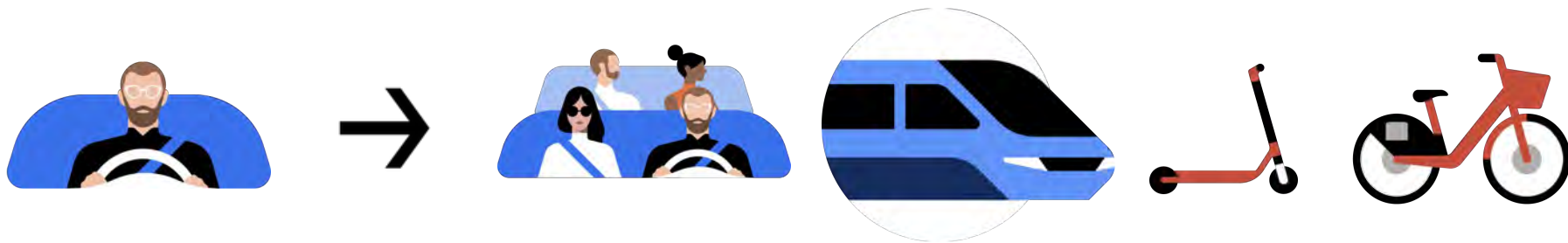


Uber is fundamentally changing...

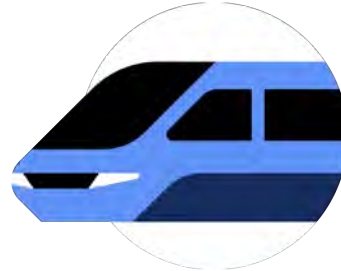
**from a ride sharing app to
a “multimodal
transportation platform”**



So, what if?



Could be



**To offer customers a true
alternative to private car
ownership...**

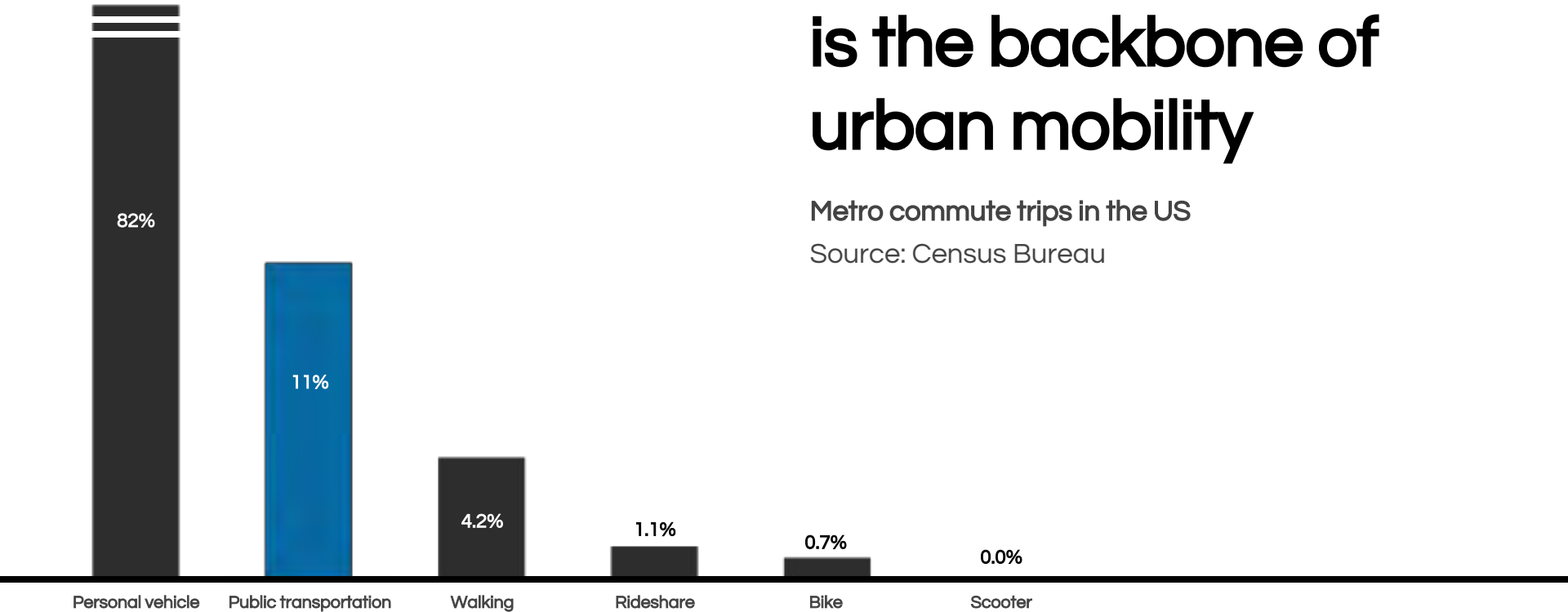
**To offer customers a true
alternative to private car
ownership...**

Public Transit is critical.

Public transportation is the backbone of urban mobility

Metro commute trips in the US

Source: Census Bureau



How can Uber
add value to users of public
transportation?

Guidance is often needed, even for routine travel



The Decided

Knows exactly where they're going and how they want to get there but, they still need some information to help execute their journey.



The Undecided

Knows where they're going, but they may decide between a few options on how to get there. Needs help seeing their options.

Ticketing is a
barrier

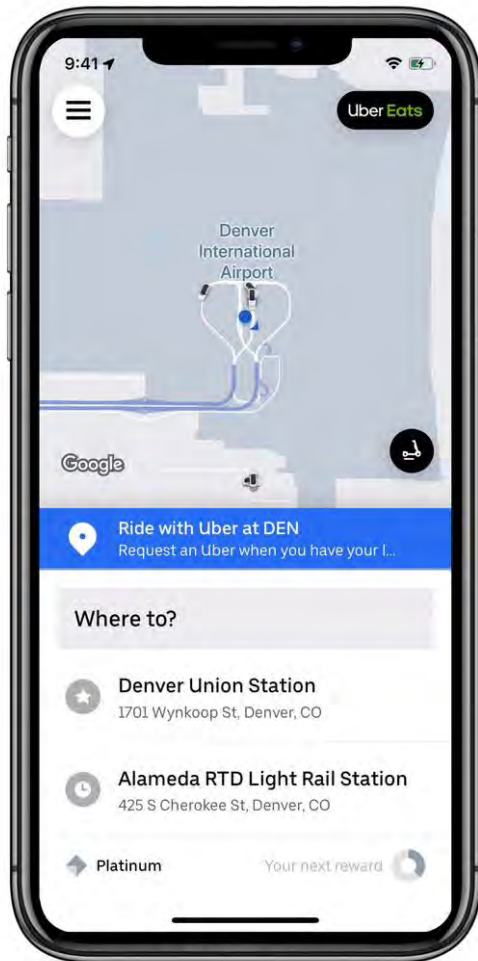


Unfamiliarity can be a barrier

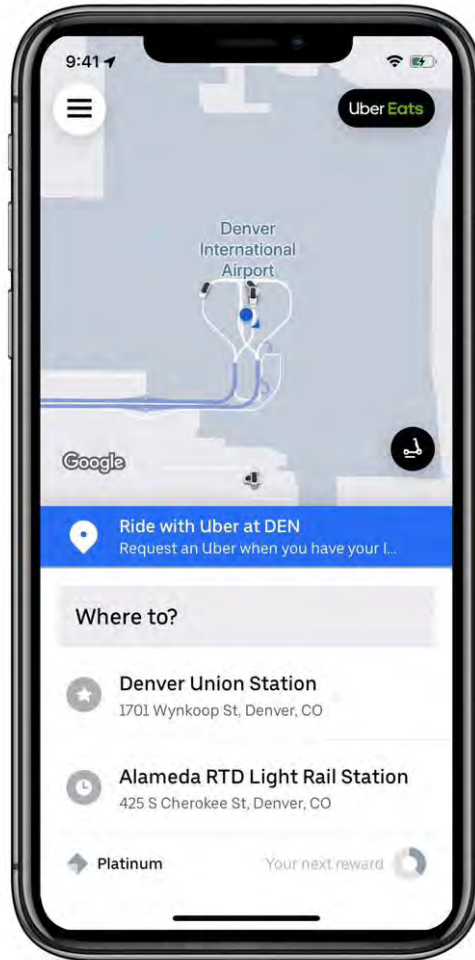
“ Public transport works differently everywhere - when I travel and even in my own city. Sometimes I just don't want to deal with it.

Karen, London

That's where
Uber Transit
comes in



That's where Uber Transit comes in



We want to make
riding public
transportation as
seamless as
taking an Uber.



Colorado

r | Anschutz Medical Campus

FOUR CAMPUSES UNITED
ALL FOUR: ONE

4059

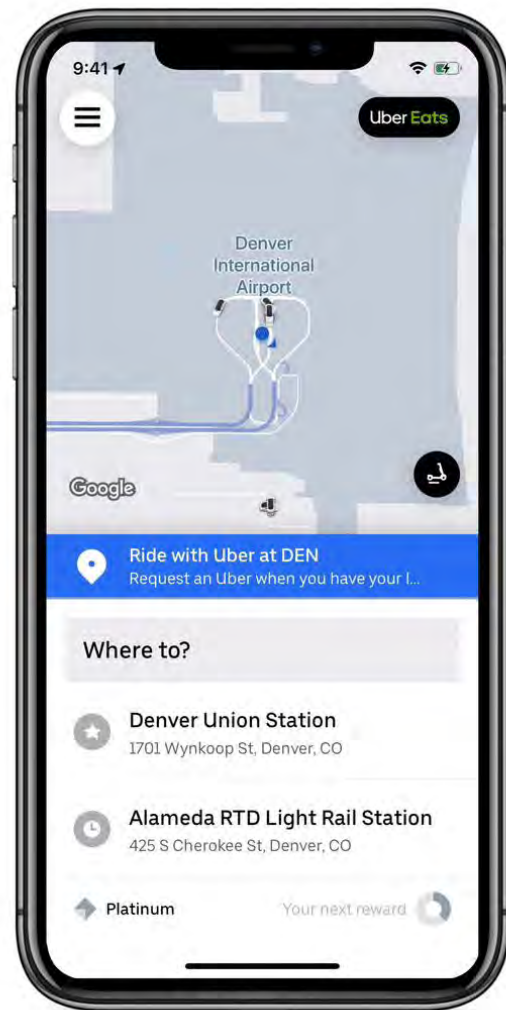
RTD

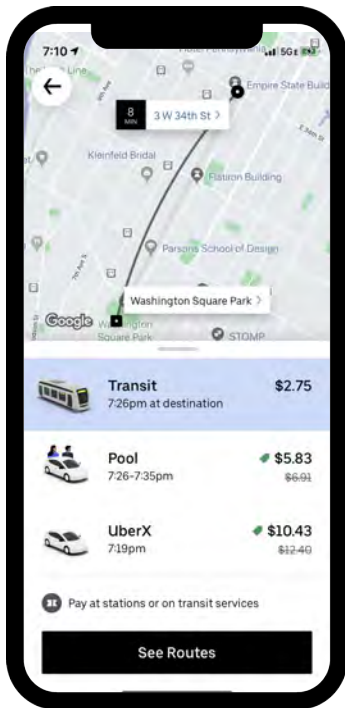
This train, now available on Uber

Public transit in the Uber app

First launched in Denver in collaboration with RTD

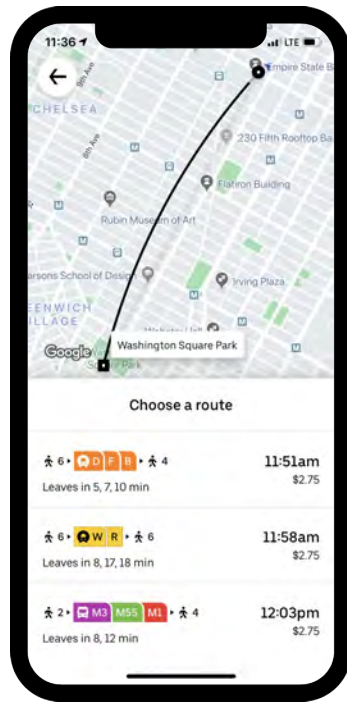
In partnership with  moovit





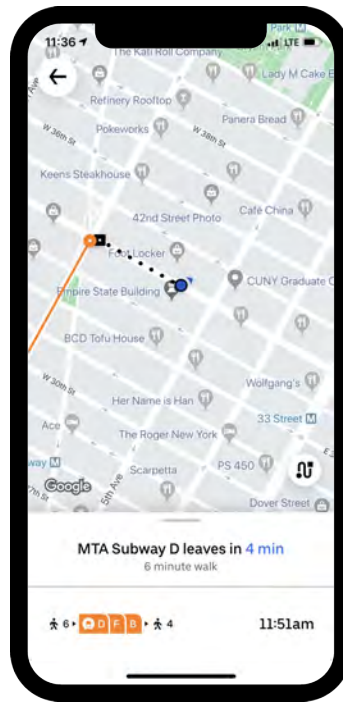
Mode Selection

Public transit displayed among travel options



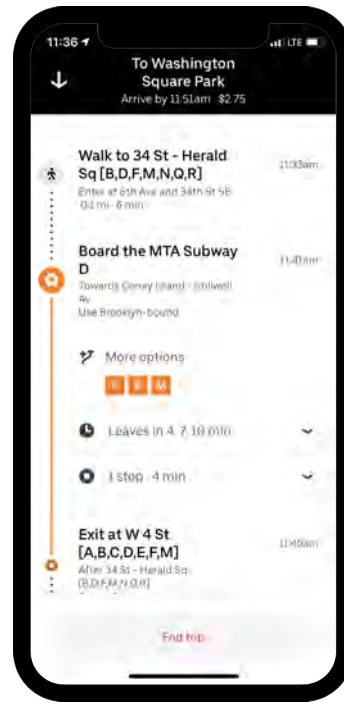
Route List

Select between efficient transit routes



On-Trip

Toggle between steps and the overview map



Route Details

Step-by-step instructions and real time data for ease-of-use

A vertical photograph of the Golden Gate Bridge in San Francisco, showing its iconic orange-red steel structure against a clear sky.

San Francisco

A vertical photograph of the Cloud Gate sculpture in Chicago, a large, bean-shaped, reflective metal structure that mirrors the surrounding city skyline.

Chicago

A vertical photograph of a blue statue of Pegasus, a mythical winged horse, in Denver. The statue is shown from the chest up, with its head turned to the left.

Denver

A vertical photograph of the Paul Revere statue in Boston, a bronze equestrian statue of the Revolutionary War hero, set against a cloudy sky.

Boston

A vertical photograph of the Elizabeth Tower, commonly known as Big Ben, in London at night. The clock tower is illuminated with warm yellow lights.

London

A vertical photograph of the Sydney Opera House at dusk. The building's white, sail-like roof is illuminated, and the sky is a mix of orange and purple.

Sydney

A vertical photograph of the Independence Monument in Mexico City. The monument features a tall column topped by a golden statue of an angel, set against a cloudy sky.

Mexico City

A vertical photograph of the Eiffel Tower in Paris at night. The tower is brightly lit with golden lights, and its reflection is visible in the water below.

Paris

A vertical photograph of the Lotus Temple in Delhi. The temple's white, lotus-shaped petals are reflected in a pool of water in the foreground.

Delhi

Information is good, but...

Information is good, but...

Action is magical.

Uber Can Partner with Agencies to Address Payment Pain Points



Fragmented payments
across / within cities



Lack of tracking



Losing / forgetting
cards



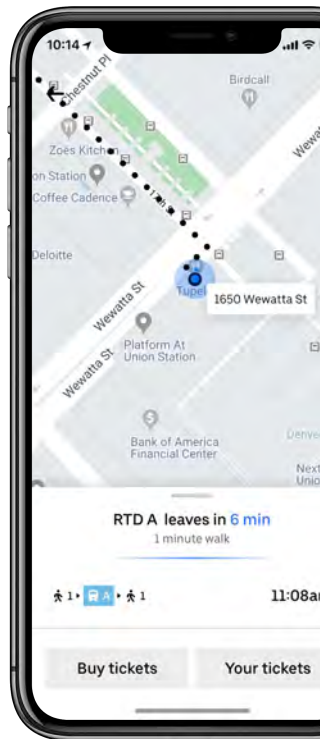
Lack of connected
ecosystem




Not knowing value /
need to top-up

In-app mobile ticketing

The collaboration with RTD, Masabi and Uber - transit ticketing launched in the Uber app 6-months ago.



In partnership with  masabi

LOCAL 3-HOUR PASS DISCOUNT



4:19:01PM 04/22/2019

**LOCAL
3-HOUR PASS**

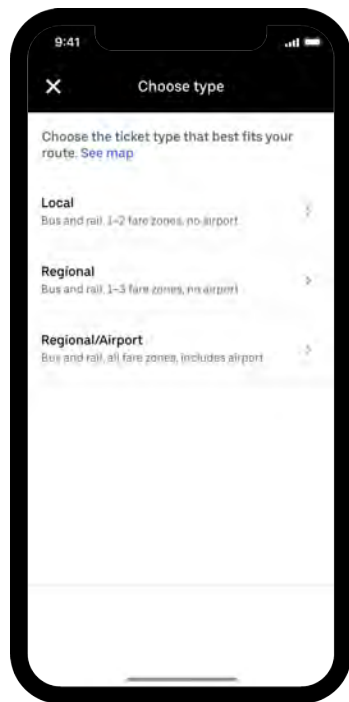
1-2 ZONES

not valid in airport fare zone

Expires Jun 6, 2019 1:59 AM

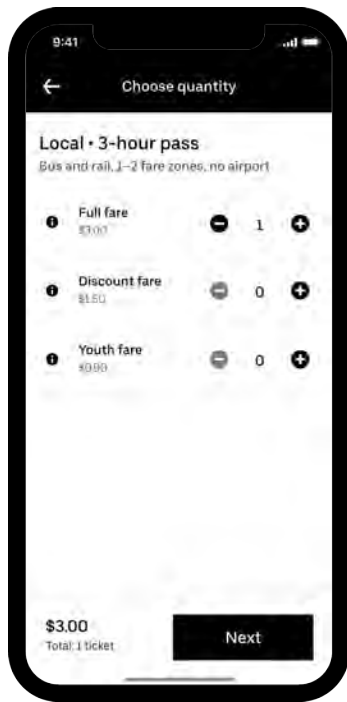


RTD RTD RTD RTD



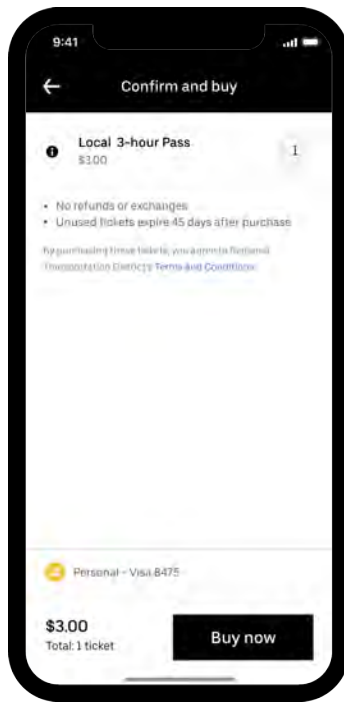
Ticket Options

Riders will see tickets options for their trip.



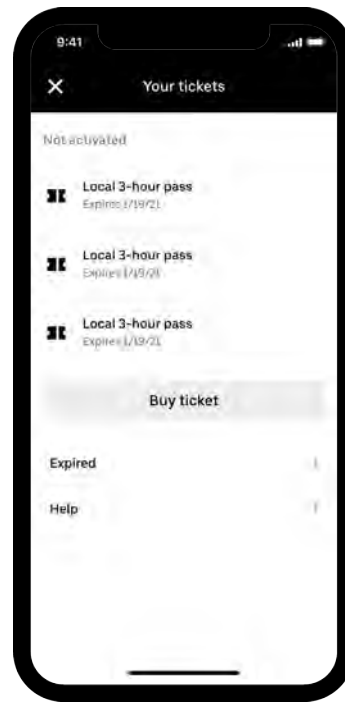
Select Tickets

Riders can select single or multiple tickets.



Checkout

Riders can checkout once a ticket is selected.



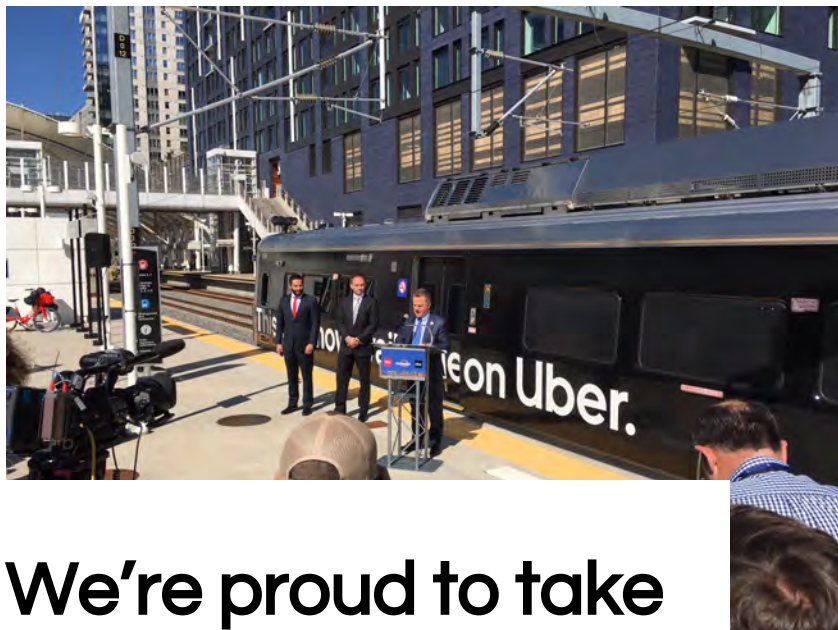
Ticket Wallet

Riders can view purchased tickets



Mobile Ticket

Riders can present their mobile ticket from the Uber app.



**We're proud to take
our first ride with
Denver**

“

**RTD is pleased to work with
Uber as we present Riders with
additional, complementary
options to most efficiently reach
their destination.**

Dave Genova, CEO of RTD





Results

Almost 6,000 tickets sold

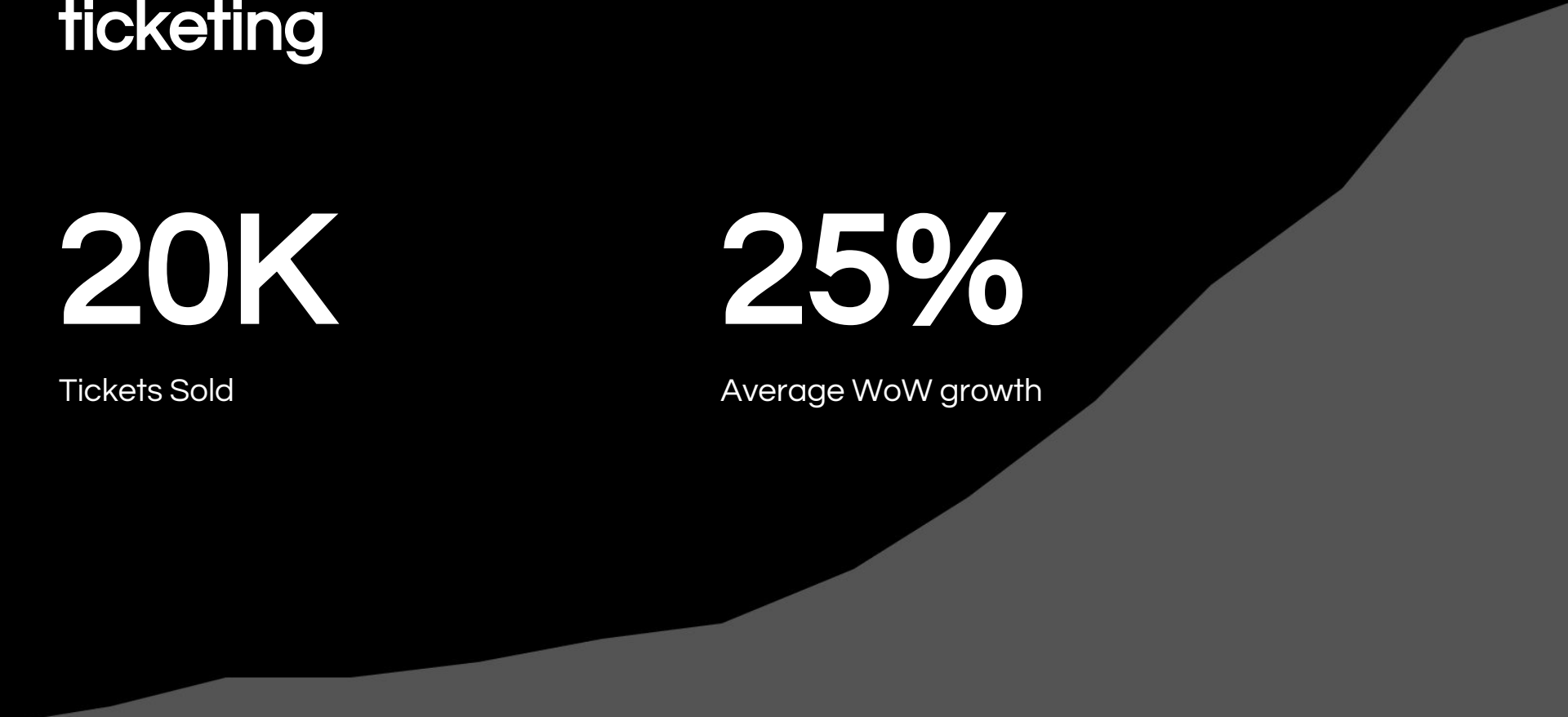
In-app mobile ticketing

20K

Tickets Sold

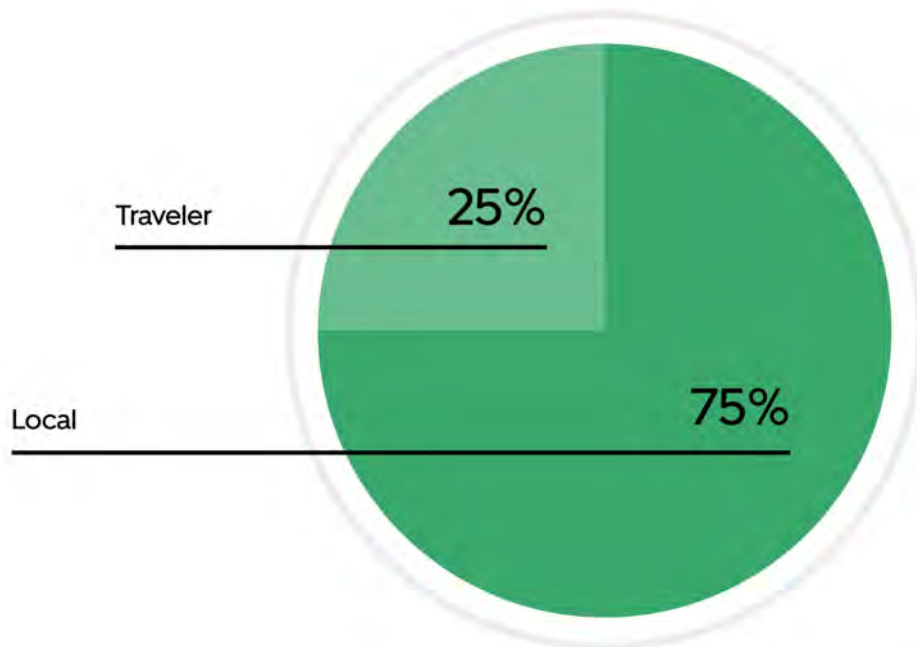
25%

Average WoW growth



Ticketing has been live in Denver for 6 months

More than 50% of users purchase another ticket within a month!



% of tickets purchased by locals vs travelers

“This is actually really helpful. This will encourage me to think about maybe using public transport instead of an Uber if it’s better in the moment...which might not seem like a benefit for Uber, but I think it is, because it makes me feel like Uber has got my back”



Zach Klein ✓
@zachklein



Opened Uber app to get a ride and to my surprise they showed me a bus route near my house that I could take instead. Never used this route before, straight shot to my destination. 😊



♡ 988 9:38 PM - Oct 27, 2019



💬 103 people are talking about this

