

## Uber Routematch

Uber Technologies Inc. was founded in 2009 and is headquartered in San Francisco. Uber aims to solve the problem of getting a ride at the tap of a button, and focuses on quality of service, reliability, affordability, and safety of the Uber platform.

### Software Services

- Ride-hailing Software-as-a-Service
- Microtransit Service Software
- Simulations and Planning
- Demand response software

### Website

- <https://www.uber.com/>

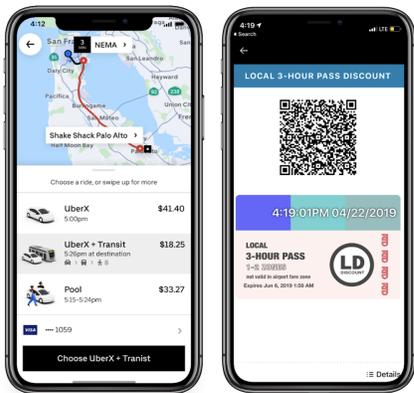
### Contact

- Dmitriy Vanchugov, Head of Transit Partnerships, Global, [dmitriyv@uber.com](mailto:dmitriyv@uber.com)

### References

- Marin Transit, CA
- Porterville Transit, CA
- Pelivan Transit, OK

### Experience



Uber has been partnering with public transportation agencies since 2015. Uber's Transit team has developed tools for agencies that enable the real time connection of riders to a network of drivers and vehicles to provide rides. These tools can be implemented to help boost transit ridership, reduce operating costs, increase accessibility, and enhance the customer experience. In July 2020, Uber acquired Routematch, a paratransit, payments, tools, and trip planning software provider that has served more than 500 transit agency partners in urban, suburban, and rural communities since its founding in 1999.

Uber Transit programs have been launched in urban, suburban, and rural communities across the globe to create more affordable and convenient services for riders of partner transit systems. These programs extend the reach of public transportation at large and expand equity within communities.

## Services

Uber offers agencies an on-demand mobility platform for their transit customers. Uber is leveraging its technology to power on-demand, and curb-to-curb microtransit services to transit agencies. Its microtransit software-as-a-service (SaaS) allows agency-owned or third party organizations to access on-demand and/or advance-scheduled services within designated geographic areas.

Uber utilizes location-based geofencing technology to limit product services and discounts to users who enter a predefined geographic area, or “geofence.” This geofencing technology allows agencies to limit advanced reservation requests to those originating and terminating within the specified boundaries. This geofencing technology allows agencies to change the service boundaries to optimize service to its budget and riders’ needs. Waiting and walking parameters for pickups, for example, can be configured if desired.

In places where non-dedicated UberX driver supply (independent contractor drivers) exists, Uber can allow transit agencies to cross-dispatch between agency transit vehicles and other vehicles currently available on the Uber Platform. Tapping into Uber’s existing driver supply enables agencies to save money while maintaining a high level of service for transit riders.

## Equity

It's easy to keep your customers moving



**Access the dashboard**  
The Central dashboard is simple to navigate. You can request multiple pickups at the same time.



**Schedule the pickup**  
Enter your customer's information and pickup location into the Central dashboard.



**Rider and driver connect**  
Your guest will receive texts with all their trip information, and you can check the progress of every courtesy ride.

settings of their device.

## Engagement

Uber is committed to work with transit agencies and CBOs alike to launch programs that meet the needs of each local community.

## Language

Uber provides its product in over 50 languages. For those with translation and interpretation requirements, the Uber app will automatically set the language based on the language

## Unbanked

Uber provides payment options for unbanked populations (Uber Cash).

## Access without Smartphone

Uber Central web-based booking tool allows program staff or call center agents to order and pay for on-demand rides on behalf of passengers, immediately or up to 60 days in advance. Riders do not need to have an Uber account.

## Driver License

Users can create an account without an ID.

## Accessibility

Uber's app has an inclusive design for blind/low vision riders, riders with service animals, riders that are deaf or hard of hearing, riders with assistance needs, and wheelchair accessible vehicles.

## Financial

### Cost

For Uber's software as a service, here are the fees that apply:

- Uber Transit Platform setup, configuration, and training is a one-time flat fee that covers program setup and training.
- Uber Transit Platform access & support is a fee based on the number of vehicles using the software, charged based on the monthly number of vehicles operated at maximum service on the platform.

At no additional charge, Uber offers the following:

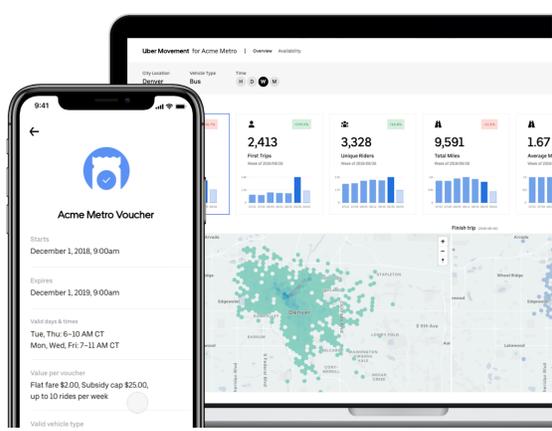
- Post implementation and ongoing support of up to a predetermined limit
- Agency access to Reporting & Insights Dashboard to evaluate program performance in real-time and inform future program iterations.
- Centralized Billing and Monthly Reporting.
- In-kind marketing support to drive program adoption
- Training resources for program administrators.
- Dedicated project manager and ongoing customer support.

The agency - or its selected third party vendor - provides the following:

- Dedicated fleet of vehicles.
- Dedicated vehicle drivers.
- Android or iOS tablets or smartphones with internet connectivity to run the Uber Driver App.
- Designated program administrator to implement and run the program

## Pricing

Agencies have full discretion to set the trip price. Uber offers support to agencies in managing demand to ensure service quality for riders while increasing passengers per revenue hour. Uber anticipates that its microtransit partners will want to develop and ramp up the program. This allows agencies to develop subsidies and eligibility rules to help meet their program goals within their budget.



## Revenue

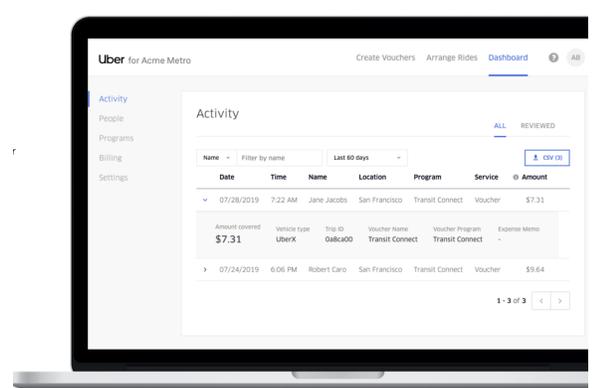
There is no minimum guaranteed required revenue for Uber. The agency receives all passenger fares from the service. Uber Transit partners receive access to its Reporting & Insights Dashboard, which is a centralized digital hub that provides

a clear view of all trip activity as well as aggregated data and insights to see how their program is doing overall. This central hub also provides tools for automating billing and downloading program reports.

## Financial Sustainability

Uber is committed to supporting its transit agency partners in the long term, and is prepared to support all CMO partners for the next four years and beyond. The Uber Transit team ensures long-term financial sustainability of its programs by scheduling frequent check-ins with Uber's customer success managers to collaboratively develop financially sustainable solutions.

## Data



Uber invests heavily in data encryption and other security measures to keep its data safe and secure. Strict policies prohibit all employees at every level from accessing a rider or driver's data except those required for a limited set of legitimate business purposes. The level of data shared with agencies, while robust, is carefully reviewed to protect rider and driver privacy.

Uber's business runs on a hybrid cloud model, using a mix of cloud providers and multiple active data centers.

Credit card data is treated in accordance with Payment Card Industry Data Security Standard (PCI-DSS). Further, Uber does not store cardholder data, but rather only stores encrypted or tokenized hashes of cardholder data that cannot be reversed on any systems owned or managed by Uber.

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