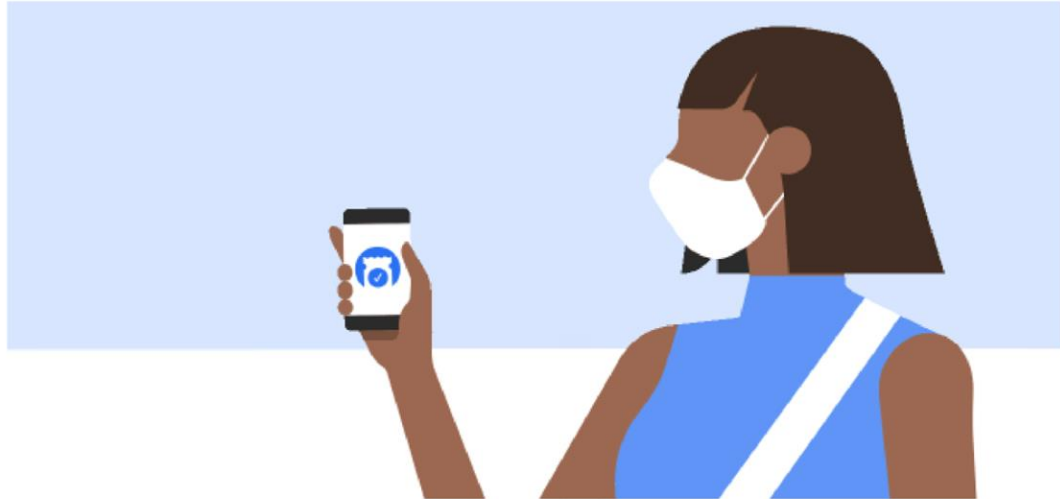


Transportation Network Company Partnerships with Lyft and Uber



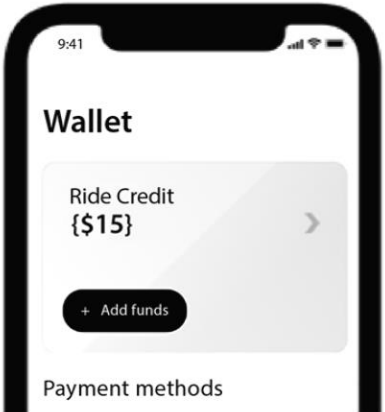
UTA ReConnect

- Public-Private Partnerships
- Pilot Overview
- Goals and Objectives
- Program Details
- Evaluation Reporting
- Next Steps



Congratulations!

UTA added a voucher to your account. A ride credit will appear in your wallet.



9:41

Wallet

Ride Credit
{\$15}

+ Add funds

Payment methods

Public-Private Partnerships

TNCs (also known as ride-hailing companies) are private enterprises that provide on-demand transportation services and products

The IMS team has been developing partnerships with Uber and Lyft to explore solution-based mobility options for stranded UTA customers

The Uber logo is displayed in white text on a black rectangular background.The Lyft logo is displayed in white text on a pink rectangular background.

Partnerships with Uber & Lyft enable UTA to:

- Establish unique public-private collaboration
- Test emerging app-based technologies
- Strengthen UTA's system reliability
- Provide immediate mobility options for customers
- Build customer confidence using UTA services

Pilot Overview – Phase 1

Purpose

Exploring opportunities with TNC providers to offer stranded customers* with immediate solutions when UTA services have unplanned operational disruptions

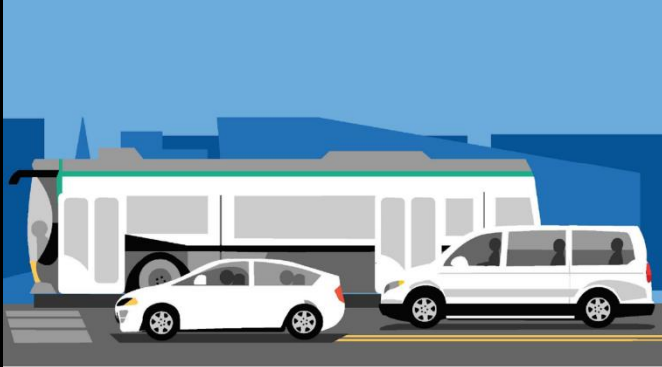
Service

UTA ReConnect will provide subsidized Uber and Lyft trips to customers when transit modes are temporarily unavailable to customers within UTA's Service Area


Goal

Program implementation is intended to strengthen and support the reliability of UTA's network

**Stranded customer – when an alternative service is not available to transport the customer within a reasonable time frame, or there is no longer service from their starting or ending point*



UTA ReConnect
Ride Vouchers



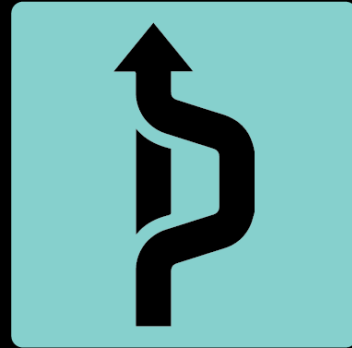
You've been sent a voucher
Claim your voucher and get ready to ride

[Accept Voucher](#)

Goals & Objectives



Strengthen and support the reliability of UTA's network



Quickly mitigate service disruptions and delays



Offer flexible mobility options to stranded customers



Improve customer experience and confidence using transit

Program Details

UTA ReConnect is utilized when a customer is stranded without any reasonable transit option through UTA's Customer Service team

Customer Service will offer Uber or Lyft Vouchers (ride credits) for customers to reconnect back into UTA's system or complete the remainder of their trip

WAVs are currently not available with TNC services – any stranded customer with a wheelchair will be provided a ride through the applicable Service Unit on-call Supervisor

ReConnect Voucher Parameters

- Ride limit: 2 vouchers per month (per customer)
- Time limit: available for 1 hour
- Voucher range: \$10 - \$20

\$80,000

Total Pilot
Budget

1 Year

Pilot Program
Timeline

Evaluation Reporting

IMS team will be collecting and assessing detailed trip history, passenger, voucher, and ride cost data during the first 12 months of the pilot

Key performance indicators and travel patterns will be used for reporting successes and challenges of the UTA ReConnect pilot program

**Potential reasons for ride vouchers include: service delays, bus pass-by, unplanned detours, and UTA On Demand seat unavailable*



Data Reporting Metrics

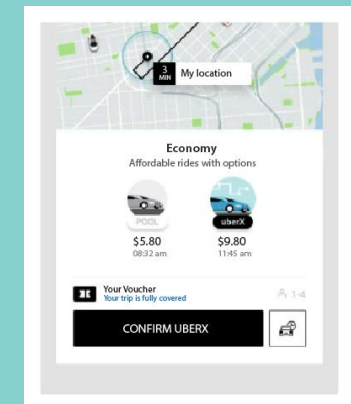
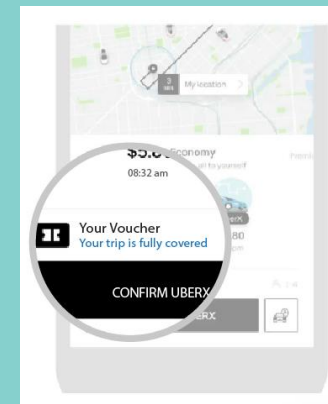
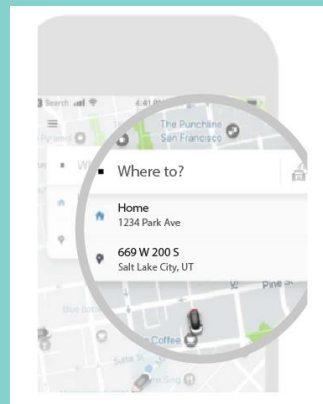
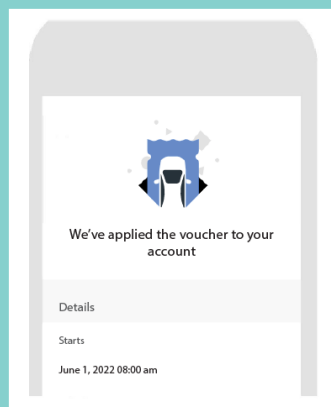
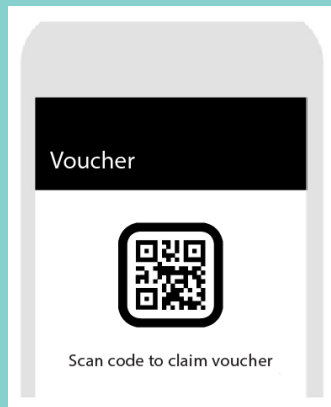
- Reason* for ride voucher
- Total monthly trips
- Total unique riders
- Trip start & end time
- Trip distance
- Trip origin & destination
- Total monthly expenses

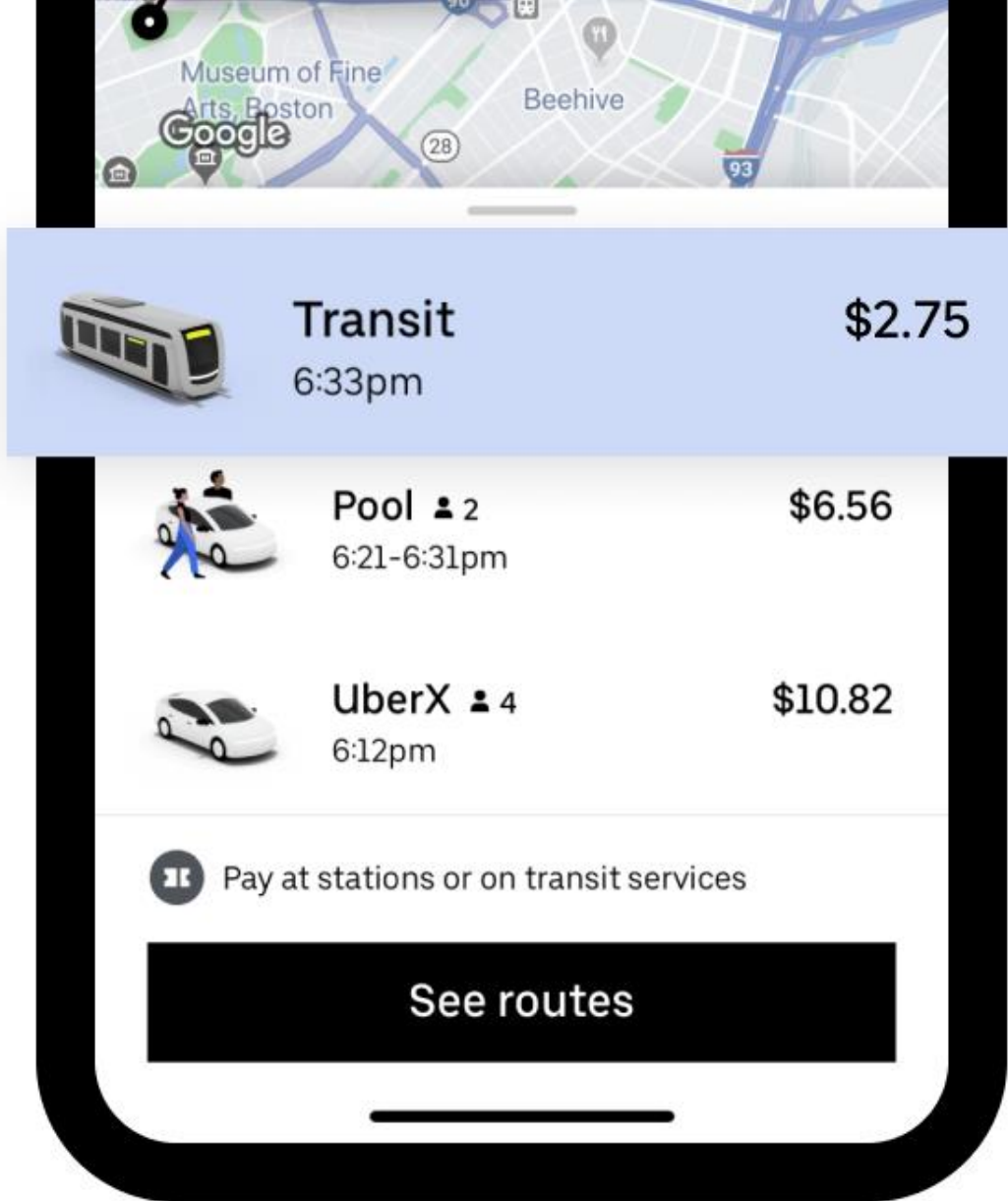
UTA ReConnect – Phase 2

Phase 2 will expand the program to include both planned and unplanned operational disruptions, such as bus bridges

Vouchers can be sent as general links to large groups of stranded customers or events within a geofenced location, especially during unexpected rail outages and delays

Steps for customers to claim general voucher links





Potential Future TNC Uses

- Alternatives to traditional Paratransit services
- eVoucher Programs
- UTA employee transportation services
- Overflow and surge capacity
- First mile and last mile connections to transit services
- Late night and weekend services
- Community services in rural areas, low Density neighborhoods, or transit deserts
- Other innovative transit solutions