Mercer Island Park and Ride Pilot Outcomes

October 16, 2018

Jackson Taylor

Uber

Agenda

01 Background and Goals
02 Metrics
03 Conclusion and Next Steps

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Background and Goals

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We recognize we need to step up and support cities that take bold steps to resolve their transportation challenges.

Dara Khosrowshahi

Uber backs Sound Transit 3 measure

Uber's endorsement of Sound Transit 3 is in line with the company's sense ride-service companies can complement that public transportation with "first- and last-mile" service.

The Seattle Times

New routes during viaduct closure

With a two-week closure of the Alaskan Way Viaduct starting this Friday and threatening to snarl Seattle traffic, Uber is offering free rides and new routes for its UberHOP service.

Puget Sound BUSINESS JOURNAL

Uber

The Seattle Times

If you think Seattle traffic is bad now, just wait until these projects start

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Sound Transit Park-and-Ride

The Mercer Island Park-and-Ride is located at 8000 N. Mercer Way.

Sound Transit Rider Information

Metro Bus Trip Planner

The Sound Transit Park-and-Ride Project on Mercer Island opened in early 2008 and includes a two-story parking garage at the previous Mercer Island park-and-ride lot site. The garage is owned and operated by Sound Transit and provides **447** parking stalls on two levels, increasing the capacity of the previous lot by approximately 200 stalls. Improvement to the bus boarding areas along North Mercer Way doubled their capacities, and provided new bus shelters, bicycle lockers, lighting, and signage. Additional project amenities include CCTV surveillance, landscaping, public art, and bike routing.

Sound Transit Park & Ride Location Map - click for online map

On most weekdays the Park-and-Ride is full by about **7:00am**. To learn about reaching the Park-and-Ride by foot, bicycle, or bus, view the transportation alternatives and trail map from King County Metro's Mercer Island In Motion campaign.

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On March 20, Mercer Island City Council approved $20,000 towards a pilot to encourage use of ridesharing as a first/last mile solution to the Mercer Island park and ride.

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Goals

1. **Shared rides**
   Testing how fluctuation of shared rides incentives changes behavior of commuters.

2. **Transit collaborations**
   Promoting the idea of using Uber + public transit as a substitute to the SOV commute

3. **Infrastructural choices**
   Demonstrating that Uber can obviate the need to build additional park and ride infrastructure in certain circumstances.

Tactics

Phase 1: M-F, April 23 - June 30

$2 UberX

$1.90 UberPOOL

Phase 2: M-F, July 1 - October 31

$5 UberX

$2 UberPOOL

- Price is displayed upfront in app
- No code necessary to trigger the discount
- In-person engagement + city resources leveraged to promote

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Metrics

Aggregated Usage Statistics

2,125

Total trips using the service as of September 30, 2018

412

Unique riders using the service

117

Number of riders who used the service at least 5 times

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A consistent experience

5 min, 08 sec - 5 min, 22 sec

The range of monthly average actual times of arrival

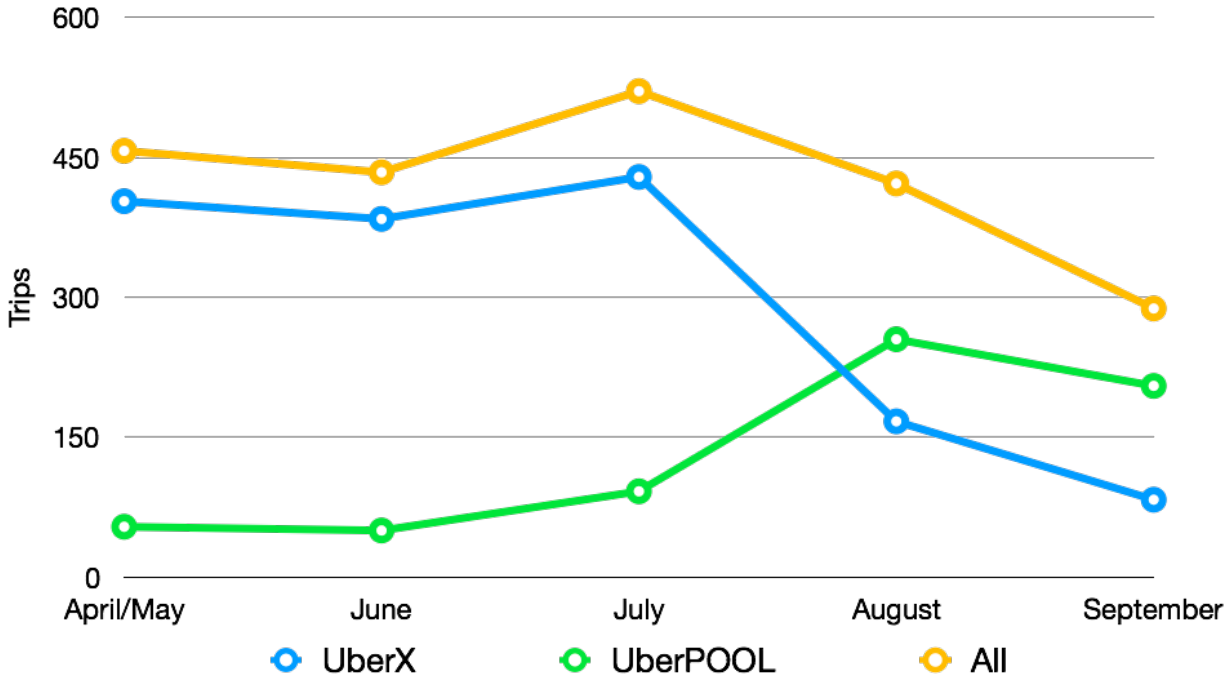
90%

The percentage of trips beginning within 10 minutes of request

Conclusion

The shared rides incentive change was effective.

Shared rides as a percentage of total rides moved from 17% of trips in July to 71% of trips in September.



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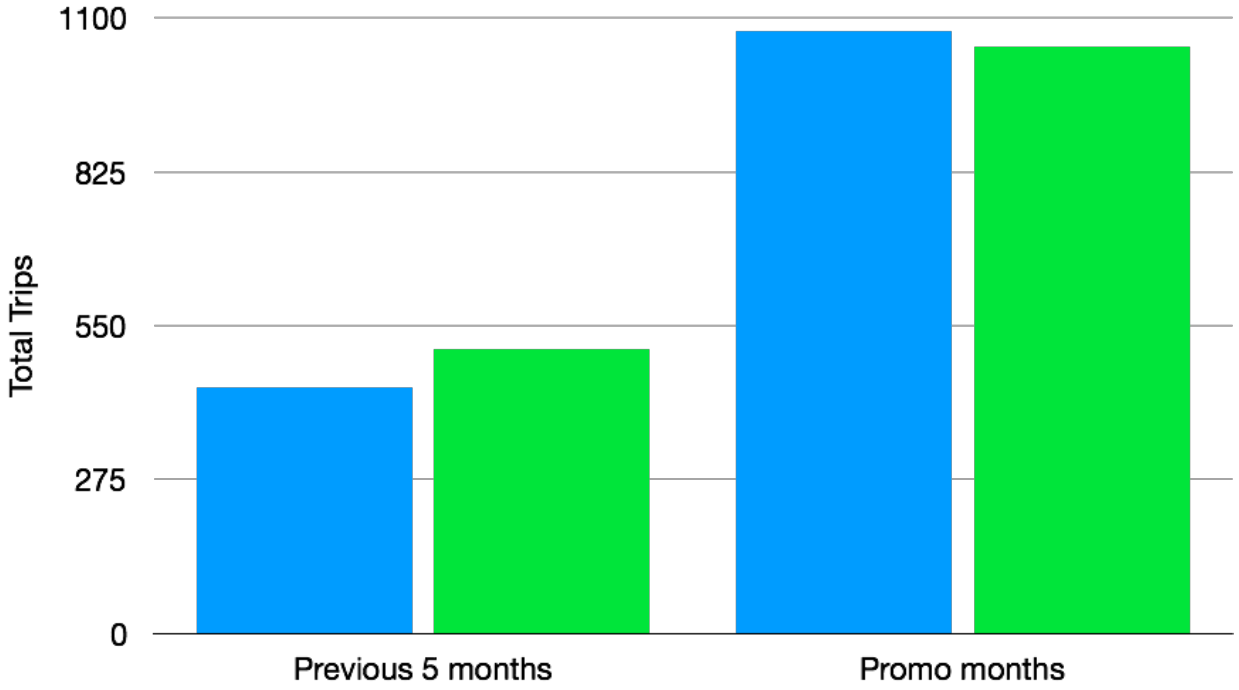
Total trips increased 2.24x above baseline.

We are near our allotted $10,000 spending cap with one month still to go in the program.



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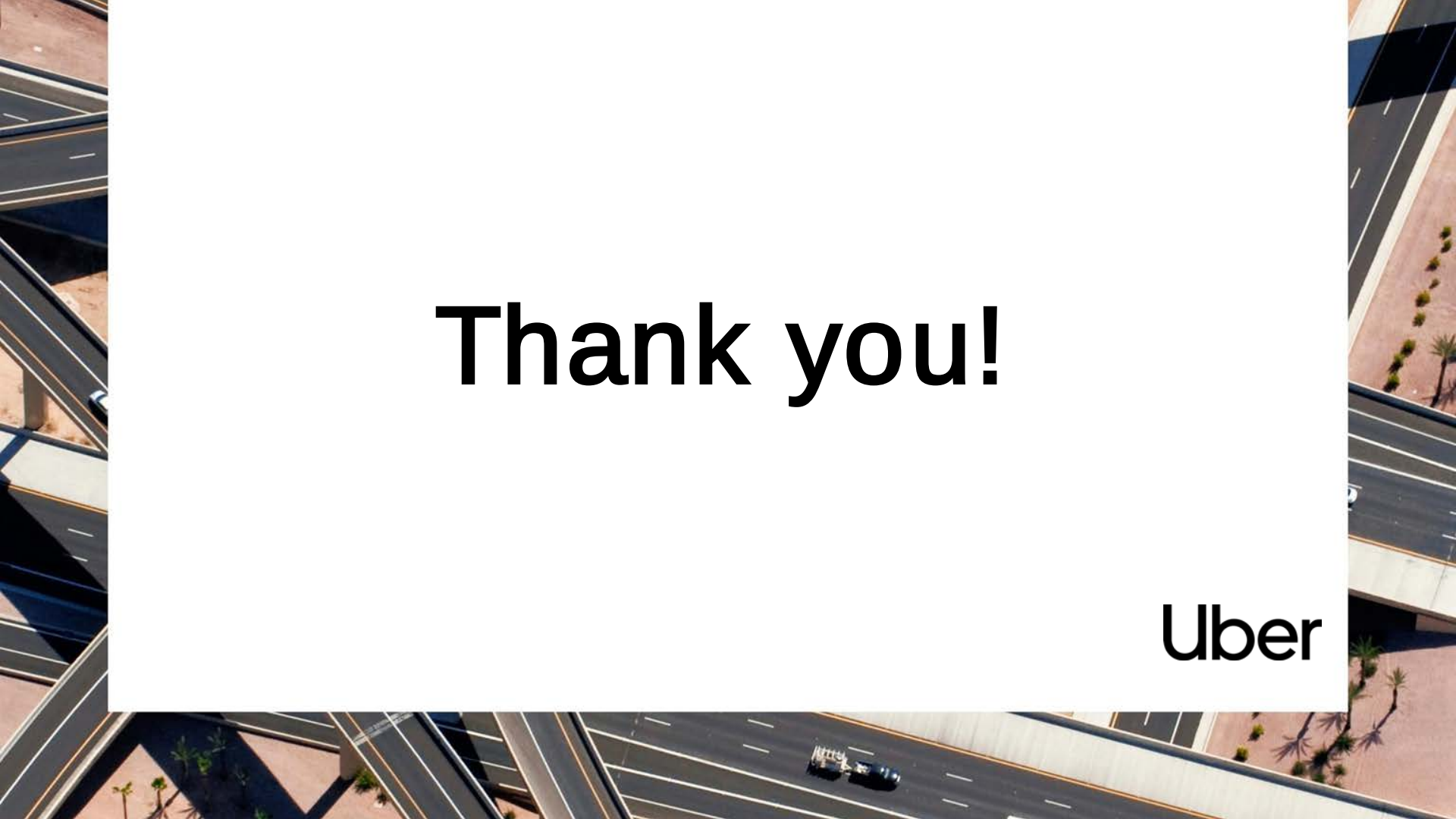
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