
Uber Transit
Innovation
Showcase
Uber Transit

How are agencies partnering with Uber Transit to enhance mobility?

Complement paratransit (Overflow/rescue)



Same-day paratransit (On demand)



Guaranteed ride home/ Late-night rides



Social impact programs (e.g., working parents, low-income, senior)



Delivery programs (e.g., food bank, lost and found)



First-mile/last-mile rides



Augment fixed route services (Non-peak, low-frequency)



Supplement microtransit



Service disruptions & rescue rides



Serve transit deserts



The Uber Transit Innovation Fund

Accelerating the future of mobility across communities

Uber Transit has invested **$2.41 million** to help public transit agencies, municipalities, and regional authorities pilot innovative on-demand mobility solutions. This fund has awarded up to $50,000 in funding per agency across North America to help them test new service models, generate real-world data, and scale what works.

Why This Matters



Traditional transit models are becoming increasingly expensive to operate.



Agencies need flexible, data-driven solutions to serve more riders.a



Small pilots can unlock system-wide improvements.

What we were looking for

- Strong proposals typically focused on one or more of these approaches:
- Complement paratransit (same-day/on-demand)
- Supplement microtransit
- Augment underperforming fixed-route services (off-peak/late-night)
- Support first-mile/last-mile connections
- Mitigate service disruptions
- Expand coverage in transit deserts
- Provide Guaranteed Ride Home and commuter programs
- Advance social impact initiatives (e.g., senior mobility and food access)

Miami, FL

Project #1: Miami-Dade County Special Transportation Service (STS) Pilot

Expanding Paratransit Mobility via Uber Rides for Personal Care Attendants (PCAs)

43,500
Certified STS paratransit riders

49%
Riders authorized with a PCA

7%
Minors requiring attendant support

⚠ The Regulatory Gap

STS rules prohibit solitary PCA transit.

Leaves attendants stranded between drop-offs and scheduled returns.

The Uber Solution

On-demand rides for solo PCA journeys.

Enables seamless positioning for school, training, and workplace commutes.

Target Outcomes

Reliable job and education access.

Enhanced independence and economic mobility for riders with disabilities.

Monterey, CA

Project #2: Monterey-Salinas Transit (MST) Voucher Pilot Program

Modernizing Rural Mobility via On-Demand Uber Vouchers

9
Rural South County communities served

100%
Digital shift from legacy paper vouchers

3 Groups
Seniors (65 years or older), Veterans and People with Disabilities

⚠ The Provider Void

Zero active commercial taxis in South County.

Leaves vulnerable riders isolated under an obsolete, slow paper voucher model.

The Uber Solution

On-demand vouchers with call-in booking.

Enables instant app dispatch while keeping phone access for non-smartphone riders.

Target Outcomes

Complements RIDES ADA paratransit.

Provides same-day flexibility, lowers per-trip cost, and prepares a system-wide paper voucher phaseout.

Gardena, CA

Project #3: City of Gardena — GTrans Microtransit Expansion

Rightsizing Bolt Microtransit via Uber's Native Integration with RideCo

Post-5 PM
Evening & Saturday microtransit rightsized

RideCo
Seamless dispatch via existing microtransit platform

0 Cuts
Full service span preserved without agency van cost

⚠ The Off-Peak Drain

Underutilized vans after 5:00 PM and Saturdays.

Low passenger density results in higher operating costs per vehicle-hour for Bolt microtransit.

The Uber Solution

Automated dispatch via existing RideCo backend.

Dispatches Uber dynamically through GTrans' existing RideCo integration without forcing riders to change apps.

Target Outcomes

Cost-effective service preservation.

Maintains critical late-day equity, reduces dedicated vehicle hours, and creates a template for holiday fixed-route relief.

Grocery Delivery

Delivering access, not just rides.

Uber has a long history of working with transit agencies to improve mobility, accessibility, and community reach.

Now, that partnership can go further — helping paratransit & Dial-A-Ride users access groceries through **Uber Eats** and **UberOne**.

Expanding access means supporting people who face challenges getting to stores, healthy food options, or essential services.

To incentivize paratransit users to utilize this service, **Uber Vouchers** provide a subsidy on up to 4 orders per month.



UberOne is a membership that makes rides, meals, and grocery delivery more affordable and convenient. It helps communities get what they need, when they need it — all in one place.



Earn 6% credit on rides

Get 6% Uber One credit on all eligible rides.

Automatic Surge Savings

Get discounts when rider demand is higher than usual.

Priority service and support

Get top-rated drivers on rides, priority customer support, and more.

$0 Delivery Fee

Applies to eligible restaurant orders over $15 and eligible grocery orders over $35.

Save on eligible deliveries

Get up to 10% off eligible deliveries and pick up orders on UberEats.

*Fees and taxes apply.

Subsidizing grocery delivery

Replacing high-cost paratransit van trips with annual zero-delivery memberships.

Van Status Quo

$120+

Average round-trip agency cost

15% of demand from shopping runs.

Uber One Subsidy

$96

Annual fixed membership cost

Unlimited zero-fee grocery delivery.

Break-Even Point

1 Trip

Annual trip diversion threshold

Immediate net savings on trip two.

Annual Agency Economy:
Diverting 12 monthly grocery van runs saves over $1,340 net per rider.

14x ROI
PER ACTIVE PARTICIPANT

Small vs. large agency scale

Baseline grocery demand and annual expenditures across two operating tiers.

Small Transit Agency

100,000 TOTAL ANNUAL TRIPS

GROCERY RUNS (10%)	CURRENT EXPENSE
10,000	$1,200,000
Annual roundtrips	At $120/round trip

$270,000 Net Savings

Targeting 25% trip conversion.

Large Metro Authority

400,000 TOTAL ANNUAL TRIPS

GROCERY RUNS (10%)	CURRENT EXPENSE
40,000	$4,800,000
Annual roundtrips	At $120/round trip

$1,080,000 Net Savings

Targeting 25% trip conversion.

Benchmark: Conservative 10% allocation at $120 average round-trip cost. Identical Unit Economics Across All Tiers

Annual net savings scenarios

Net budget recovery after deducting $96 annual membership costs.

CONSERVATIVE

10% Shift

100K SYSTEM

+$54,000

400K SYSTEM

+$216,000

Low outreach requirement.

BASE TARGET

25% Shift

100K SYSTEM

+$135,000

400K SYSTEM

+$540,000

Optimal pilot goal.

HIGH ADOPTION

50% Shift

100K SYSTEM

+$270,000

400K SYSTEM

+$1,080,000

Mature program scale.

Program expense represents under 10% of gross trip recovery. **90%+ Net Retention**



Thank you

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