

Uber – Response to Miami Lakes RFI 2017-38

Part 1. Introduce your Company – tell us who you are, provide contact information, including name, email address and telephone number, and let us know if you are interested in providing ridesharing service for the Town.

INTRODUCTION TO UBER

Summary: Uber is a technology company that is evolving the way Florida moves. By seamlessly connecting riders to drivers through our apps, we make communities more accessible, opening up more possibilities for riders and more business for drivers.

Contact person:

Name: Rachel Johnson / Uber Miami

Email: rachelj@uber.com

Phone: 407.701.4357

Address: 80 SW 8th Street #1830, Miami, FL

Interest in providing services: We are excited to have been included in conversations with the Town about technology-driven solutions to your transportation challenges, and interested to continue exploring the opportunity to partner. Based on our assessment of the specific requirements in the RFI, the Uber product needed to support the program – which would allow the Town to offer an on-demand transportation with pre-booking, administered by the Town – is under development and not ready for implementation. We will continue to keep the Town up-to-date as that product is developed.

Part 2 – Capabilities and Experience - Provide an overview of your company and the ride sharing services it provides. Include your experience in providing ride sharing services for other public entities that are consistent with the type of services the Town is seeking to provide. Include the following details relative to any similar programs you are currently Providing:

- a. Name of the public entity
- b. Scope of services provided
- c. Year started, total number of years of service and if the services are still being provided
- d. Number of individuals served on a monthly and annual basis.

CAPABILITIES AND EXPERIENCE

Uber has been providing ridesharing services throughout South Florida for almost three years (since June 2014). We offer two economy ridesharing products, UberX and UberXL, two premium products, LUX and LUX SUV, and our carpooling option, uberPOOL.

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Although we do not currently have any public partnerships in place like the on-demand, pre-booking program the Town is seeking to implement, a few examples of past and present programs that demonstrate our commitment to working with public entities are:

- Our partnerships with five cities in Central Florida – Altamonte Springs, Lake Mary, Longwood, Maitland, and Sanford – to provide subsidized rides to and from transit stations, and within city limits. The cities subsidize 20 percent of the cost of every trip beginning and ending within city limits, and in addition, all trips that begin or end at the SunRail station receive a 25 percent subsidy. (Launched in March 2016 and is still operating.)
- Our Direct Connect partnership with the Pinellas Suncoast Transit Authority to provide discounted rides to or from bus stops. (Launched in February 2016 and is still running.)
- Our last-mile partnership with the Miami-Dade Department of Transit and Public Works, to offer \$3 uberPOOL trips to and from Miami-Dade Metrorail stations in fall 2016. (Ran from mid-August - Sept 2016.)

Based on the Background and Overview section of the RFI please provide an overview of how you would propose to meet the needs of the Town and its residents. The overview should include and recommendations to enhance the scope of services to provide an effective program and can also include multiple alternative or approaches to providing the services. Include any information on implementation, management, any technology, etc. that would enhance the delivery of service that your company could provide.

APPROACH

As mentioned above, the Uber platform that would specifically address the requirements outlined in this RFI is under development. We will continue to keep the city informed as that product evolves and potentially becomes a viable solution for the Town's needs.