

Ridesourcing



The Boston Globe

The worst gridlock in the
US is right here in Boston

Adam Vaccaro | February 12, 2019

The Washington Post

Should we embrace Metro's broken
escalators for keeping us in shape?

Kery Murakami | April 9, 2019





“We’re working to make transportation safer and more accessible, helping people order food quickly and affordably, reducing congestion in cities by getting more people into fewer cars, and creating opportunities for people to work on their own terms.”

All the kids are
doing it. So what?

UConn

100%

Rideshare: Hailing a ride through a smartphone app. Ridesharing services include, but are not limited to, Uber or Lyft. This does not include carpooling, car sharing, or informal services organized by students through social media.

Have you ever used rideshare?

- ☐ Yes
- ☐ No



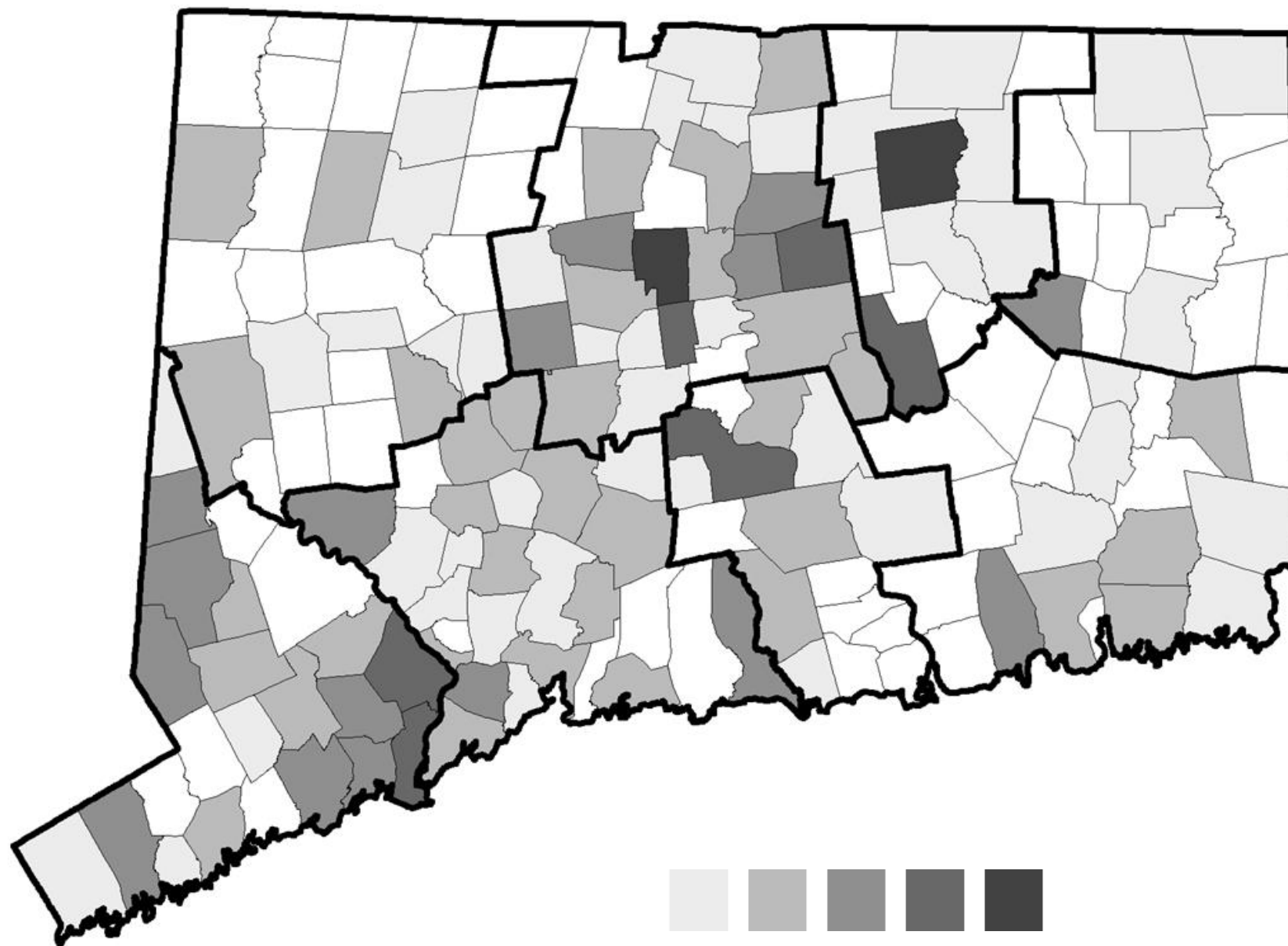
Who

what

where

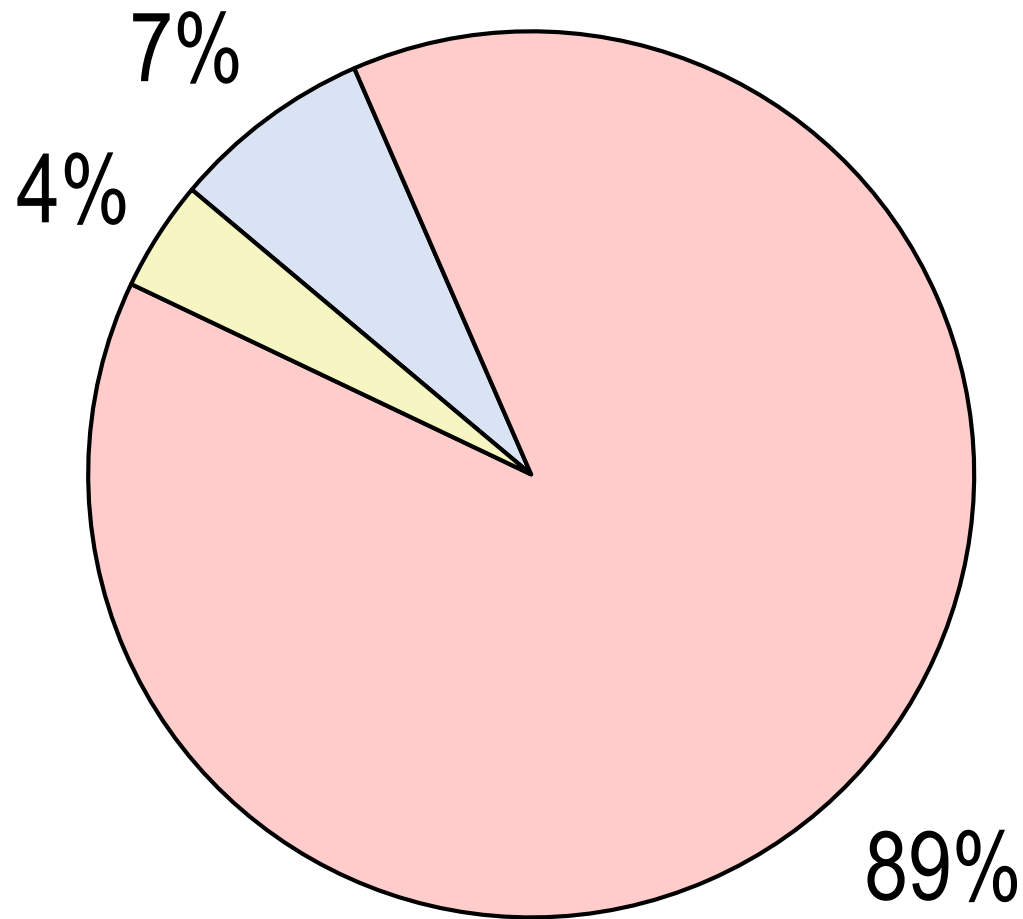
when

why



Fewer students More students

Socioeconomic status



□ Upper □ Middle □ Lower

Upper

Median income greater than \$146,870

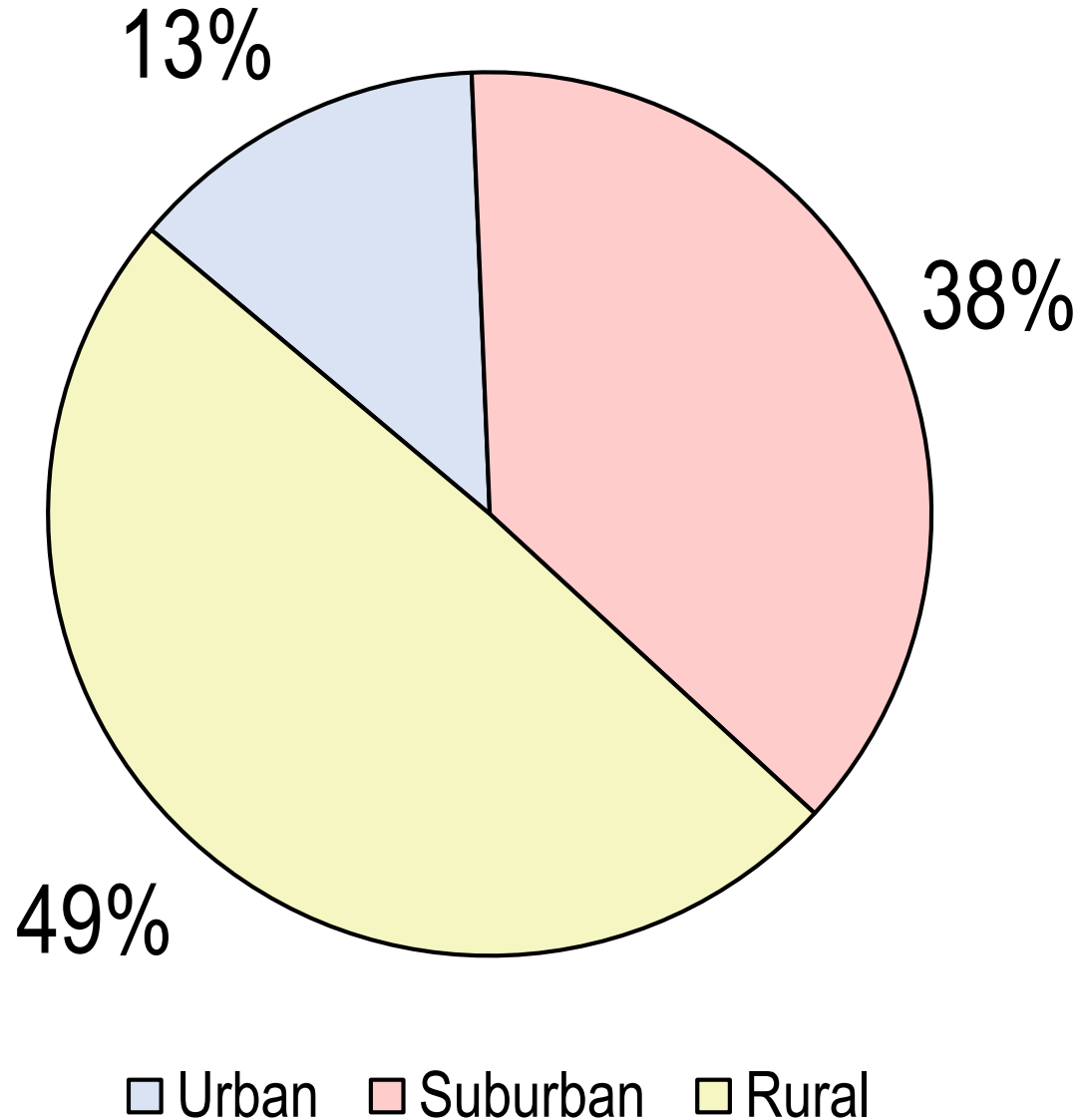
Middle

Median income between \$49,200 and \$146,870

Lower

Median income less than \$49,200

Density



Urban

Density greater than 3,000 people per square mile

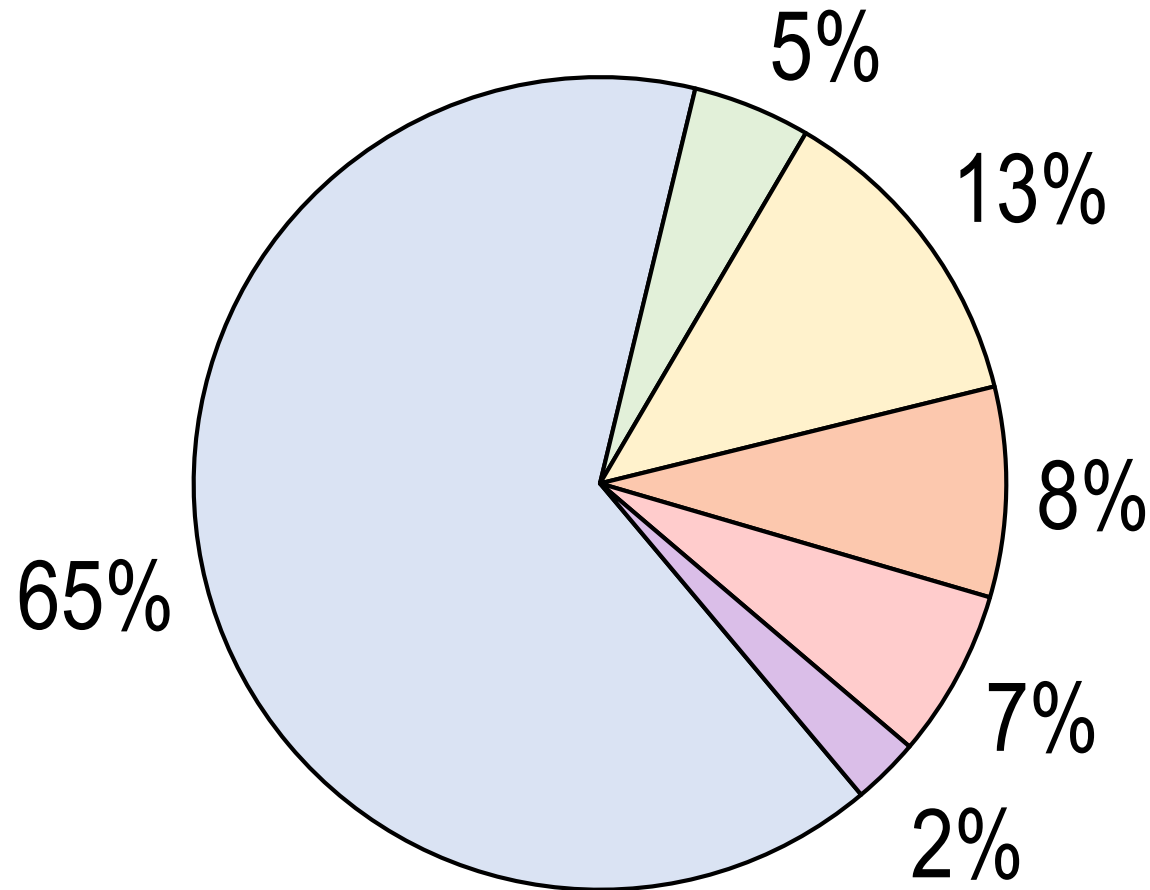
Suburban

Density between 1,000 and 3,000 people per square mile

Rural

Density less than 1,000 people per square mile

Racial and ethnic identity



White or Caucasian

Black or African-American

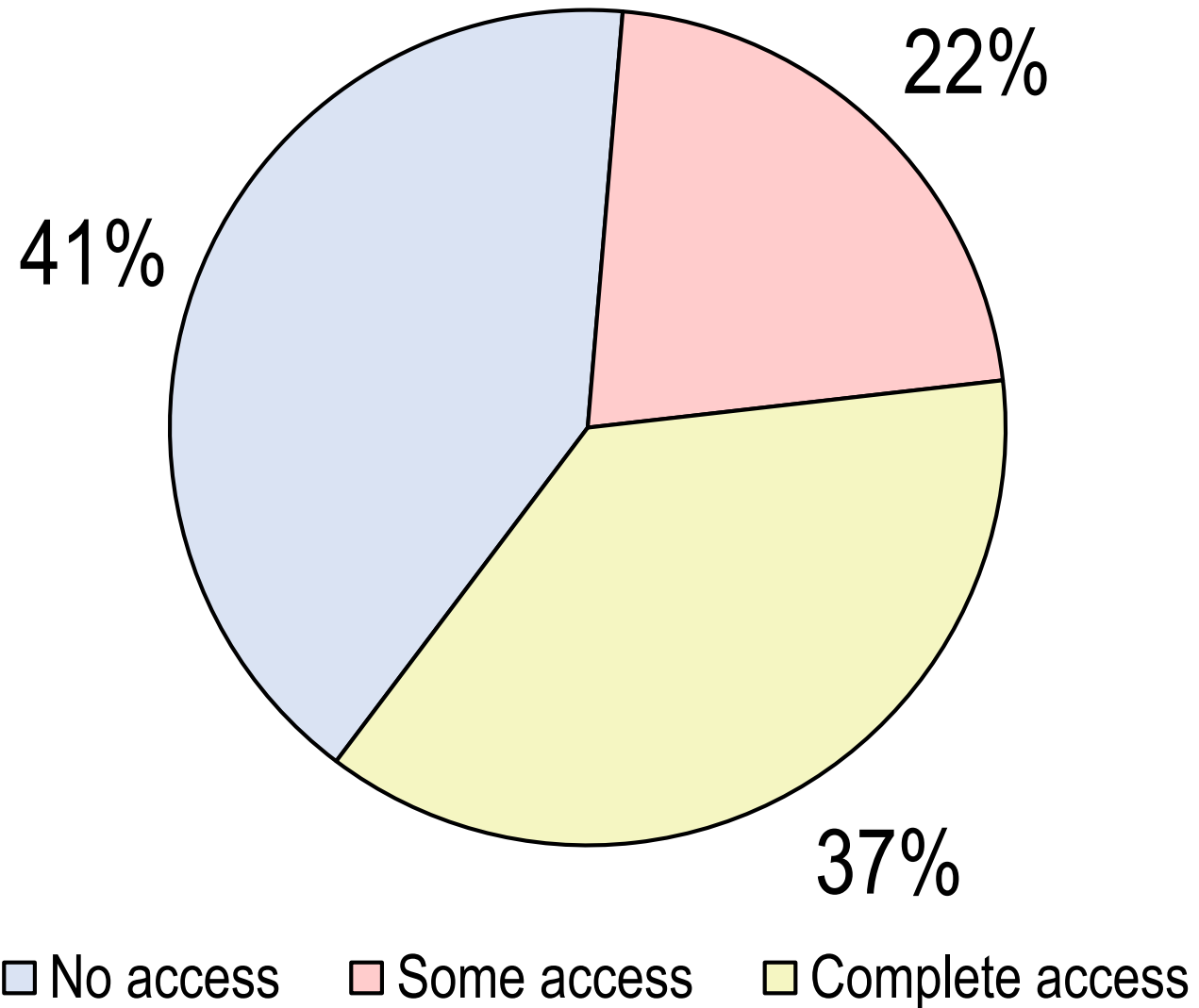
Asian or Pacific Islander

Latino or Hispanic

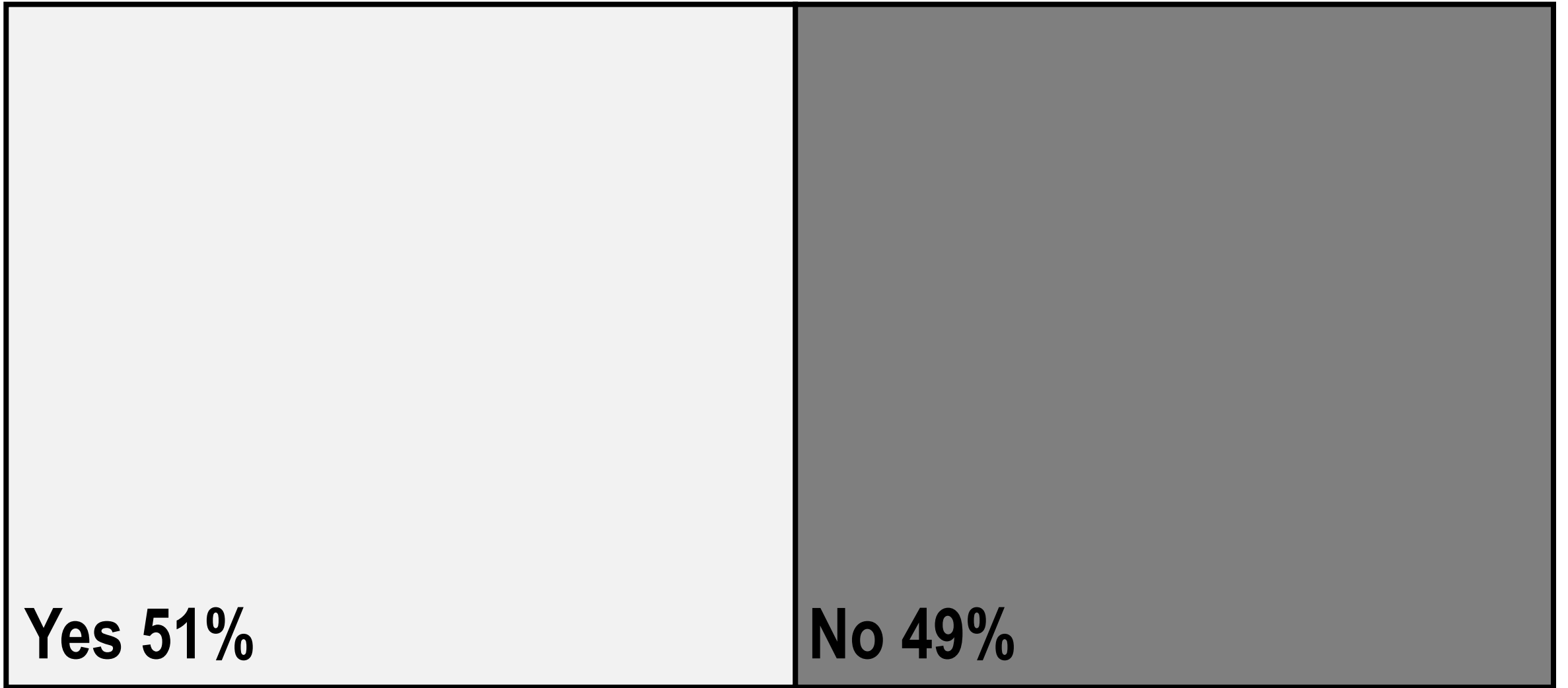
Self identify

Prefer not to answer

Car access



Have you ever used rideshare?



Have you ever used rideshare?

51% of kids are
doing it. So what?

1. Convenience
2. Availability
3. Intoxication
4. Only option

Rideshare user

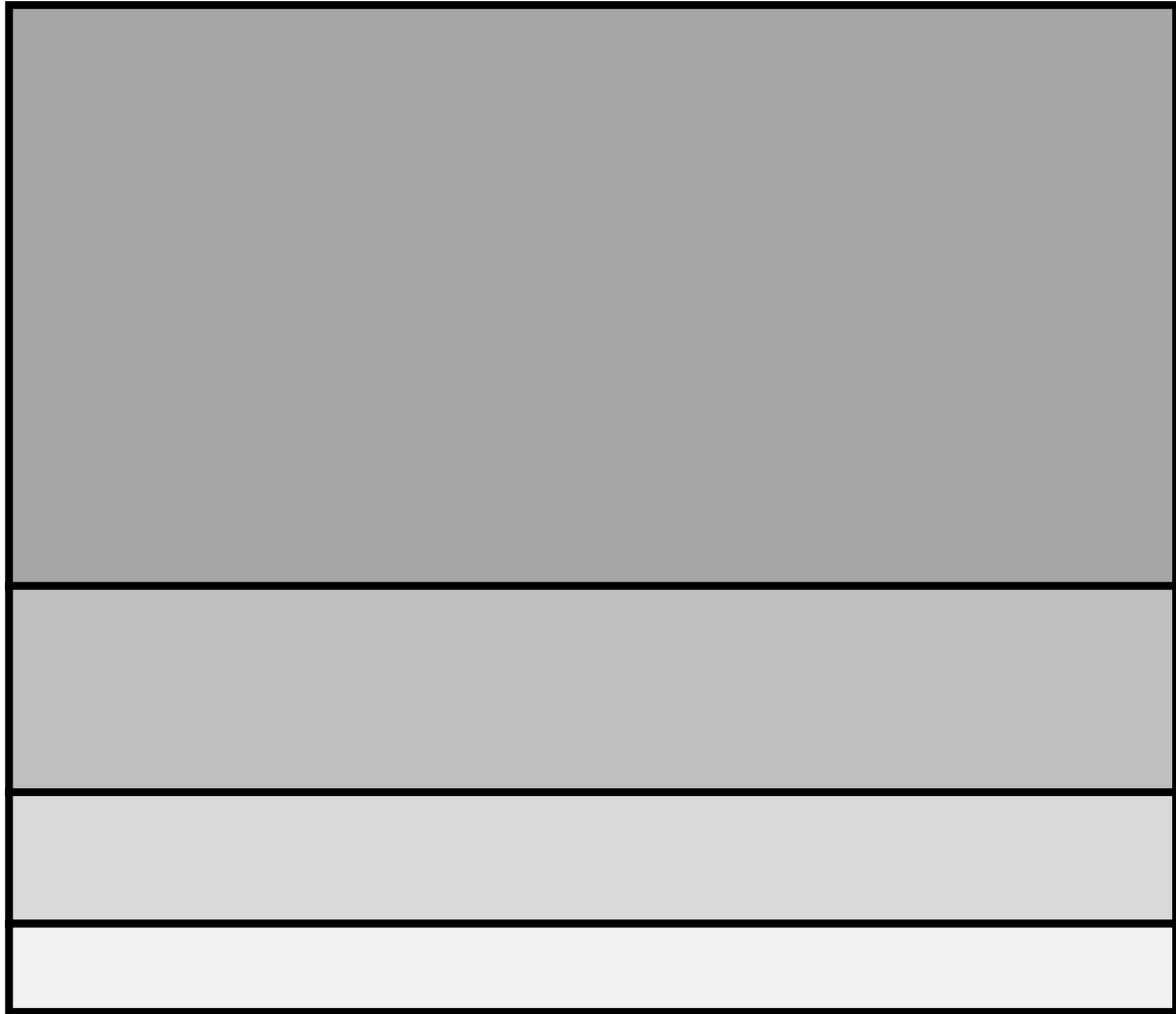
1. Don't know how
2. Better options
3. Access to a car
4. Too expensive

Non rideshare user

Why or why not?



How many people are in the rideshare?

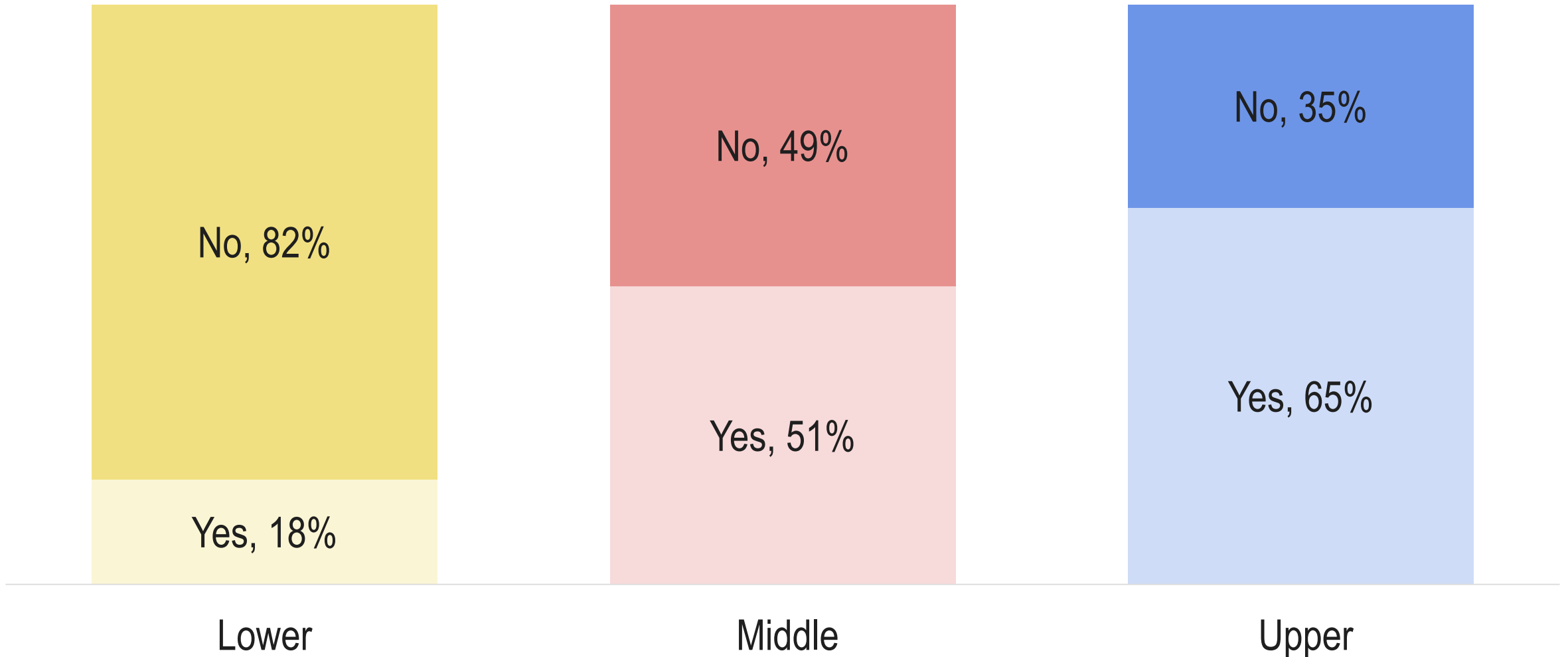


- Car, 57%
- Walk, 21%
- Stay put, 13%
- Other, 9%

What if rideshare didn't exist?

**22% of black respondents
adopt rideshare compared to
45% of white respondents**

Proportion of students using rideshare per income level



**36% of respondents who have
a reduction in access to a car
adopt ridesharing**

**14% of respondents who
maintain access to a car
adopt ridesourcing**

What's next?

Acknowledgements

Ms. Samantha Staffin | University of Connecticut

Ms. Megan Leether | WSP

Ms. Mary Buchanan | University of Connecticut

Dr. Wayne Franklin | University of Connecticut

Dr. Eleanor Shoreman Ouimet | University of Connecticut

Dr. Ken Foote | University of Connecticut

Dr. Chuanrong Zhang | University of Connecticut

Dr. Akihiko Michimi | University of Connecticut

Dr. Beth Notar | Trinity College

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