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## **Five Central Florida Cities Enhance Unique Uber Pilot Introducing Discounted Inter-City Travel**

*Starting today, Altamonte Springs, Lake Mary, Longwood, Maitland & Sanford launch an inter-city mobility pilot & will pay 20 percent of Uber fares for trips between any of the five cities.*

**ALTAMONTE SPRINGS, Fla. (August 21, 2017)** – Today the cities of Altamonte Springs, Lake Mary, Longwood, Maitland and Sanford launched a first-of-its-kind inter-city pilot, offering discounted Uber trips to travel between the five cities. This innovative public private partnership (P3) between the cities and Uber changes the mobility conversation and provides a national model for P3 transportation programs.

The cities created an organization called the Municipal Mobility Working Group (MMWG) through an interlocal agreement to bring our regional residents convenient, door-to-door service, self-ordered and boundaryless transportation. The MMWG launched the first intracity mobility pilot with Uber in 2016. Demand grew progressively throughout Phase 1 of the pilot, which was launched to prove local governments could work effectively with global technology partners to deliver alternative transit solutions for residents. In turn, the cities provided discounted fares for trips taken within their own respective cities to encourage use.

Throughout Phase 1, residents showed there was true value in ride sharing and a need for diverse transportation options throughout the region. Convenience appeared to be a key element of this pilot. Data showed a 74 percent increase in Uber trips during the first year of the program in Altamonte Springs, Longwood, Lake Mary, Maitland, and Sanford.

"By providing people with an attractive transportation option, Uber is helping to drive a fundamental shift in the way people get around," said Kasra Moshkani, General Manager for Uber in Florida. "We look forward to continuing to work with these Central Florida cities to complement transit options by extending the reach of transit systems and offering residents a reliable, affordable alternative to driving."

We learned:

- Residents travel across our cities to live, work and play without regard to jurisdictional lines.
- How to work with innovative private sector partners.
- There was a need for further pilot study for inter-city/boundaryless transit.

With today's launch of Phase 2 of the pilot, the cities will extend their innovative program to provide travel incentives that suit residents' lifestyles, while also studying the benefits of inter-city movement.



- Each city will continue to pay 20 percent of Uber fares that end within their respective city limits.
- Cities will pay 25 percent of the cost of rides that begin or end at the SunRail station inside of their city.
- For the pilot extension, each city will also pay 20 percent of Uber fares of a trip that begins in another city and ends in their city.

The unique addition of this pilot allows Maitland residents to check out the nightlife in downtown Lake Mary; for an Altamonte Springs resident who wants to take an Uber to Sanford's vibrant, historic downtown; for a Longwood resident to shop at the Altamonte Mall.

"One of the key takeaways from the first year is that we recognized that people don't travel in a box" said Frank Martz, Altamonte Springs City Manager. "Residents travel regionally for work, shopping or dining and think of the five cities as one area rather than separate entities. For the MMWG cities, innovation has become the rule rather than the exception and we think taxpayers expect that from government."

The pilot project with Uber sparked national and international interest in how local governments can think outside the box to come up with creative solutions to meet the needs of residents. More than 50 North American cities and several international cities have shown interest in the project and want to discuss what aspects of the program they might mirror. The next phase of the Uber pilot will build upon the initial project's success and allow the MMWG to evaluate different alternatives as they work to meet the demands of residents and build thriving communities.

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