

UBER ECONOMICS

Evaluating the Monetary and Nonmonetary Tradeoffs of
TNC and Transit Service in Chicago, Illinois

By Joseph P. Schwieterman & Mallory Livingston



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BY JOSEPH P. SCHWIETERMAN* & MALLORY LIVINGSTON | MAY 10, 2018



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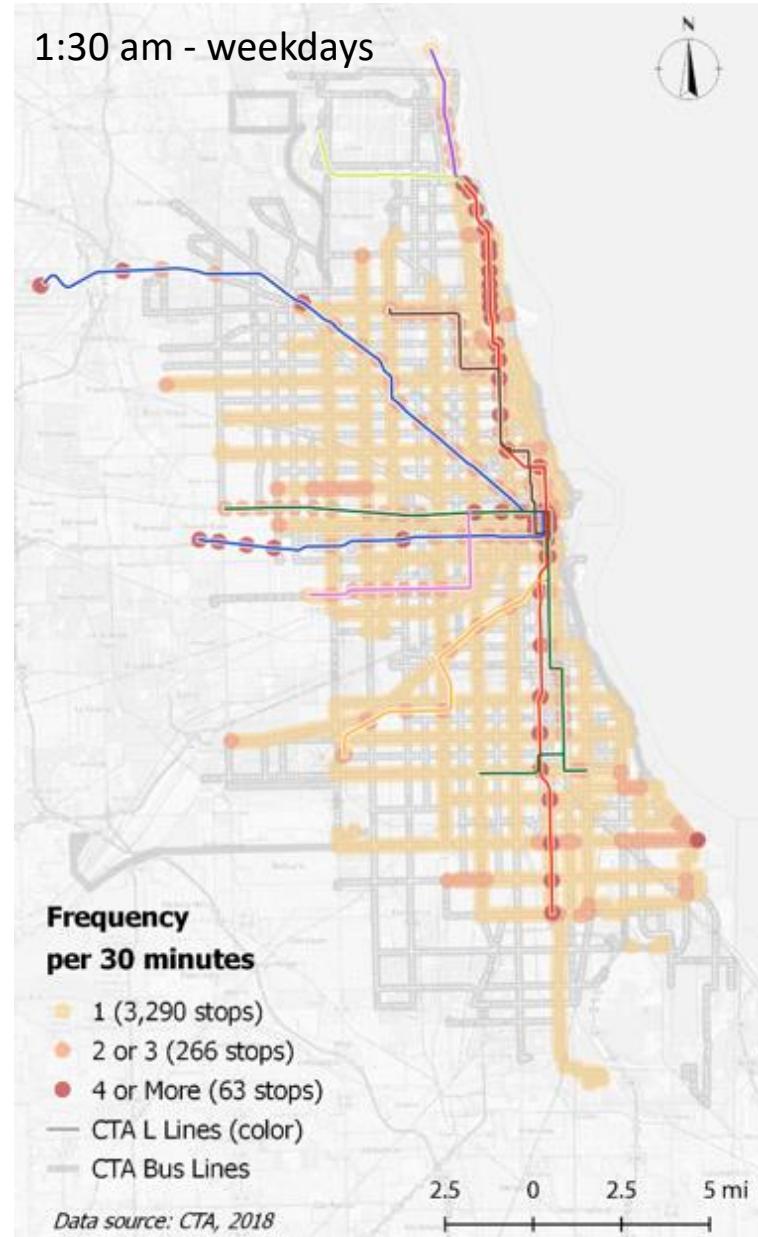
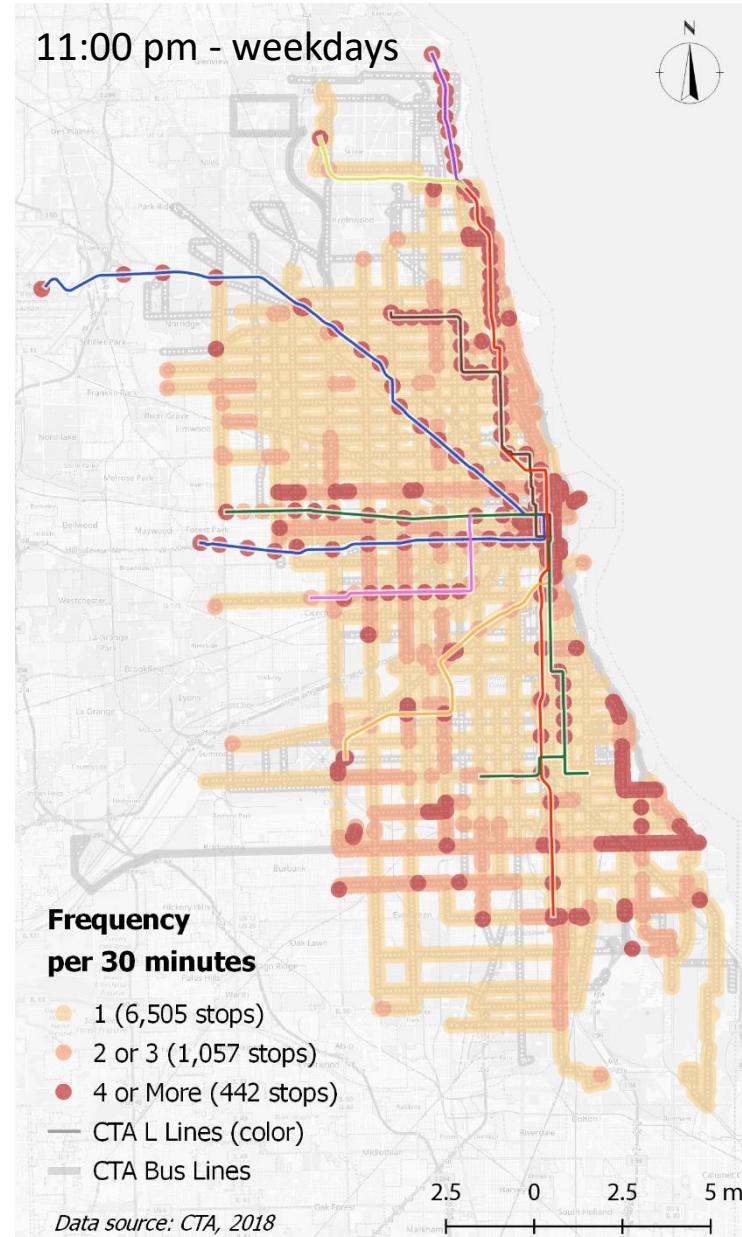
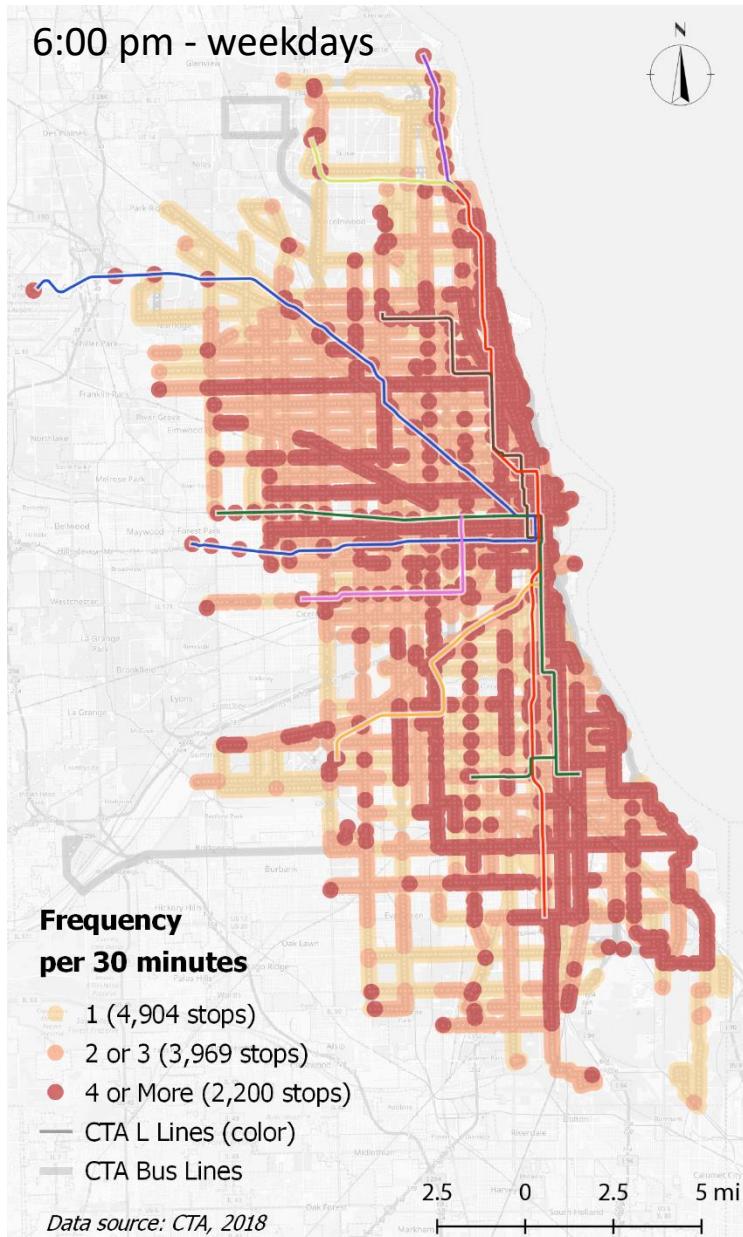
A **proposal** to leverage the strengths of both public transit and Transportation Networking Companies such as Uber and Lyft by **building synergy between these forms of travel** at times when bus service is limited.

To access the full report, click [here](#).



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Public transit service varies sharply by time of day





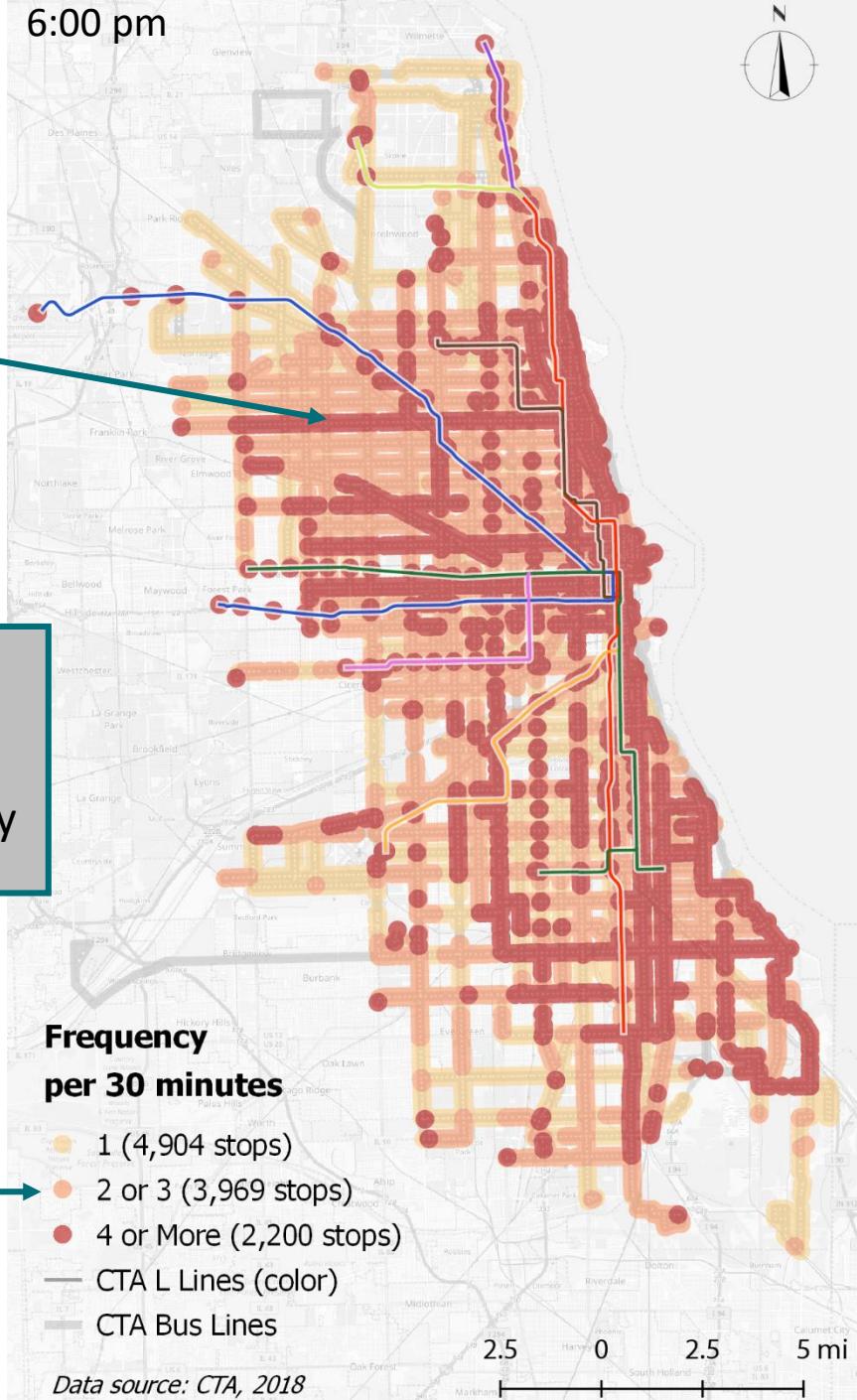
Transit on Weekdays at 6 p.m.

- CTA service is extensive and frequent;
- Attractive bus/rail transfers at many points.

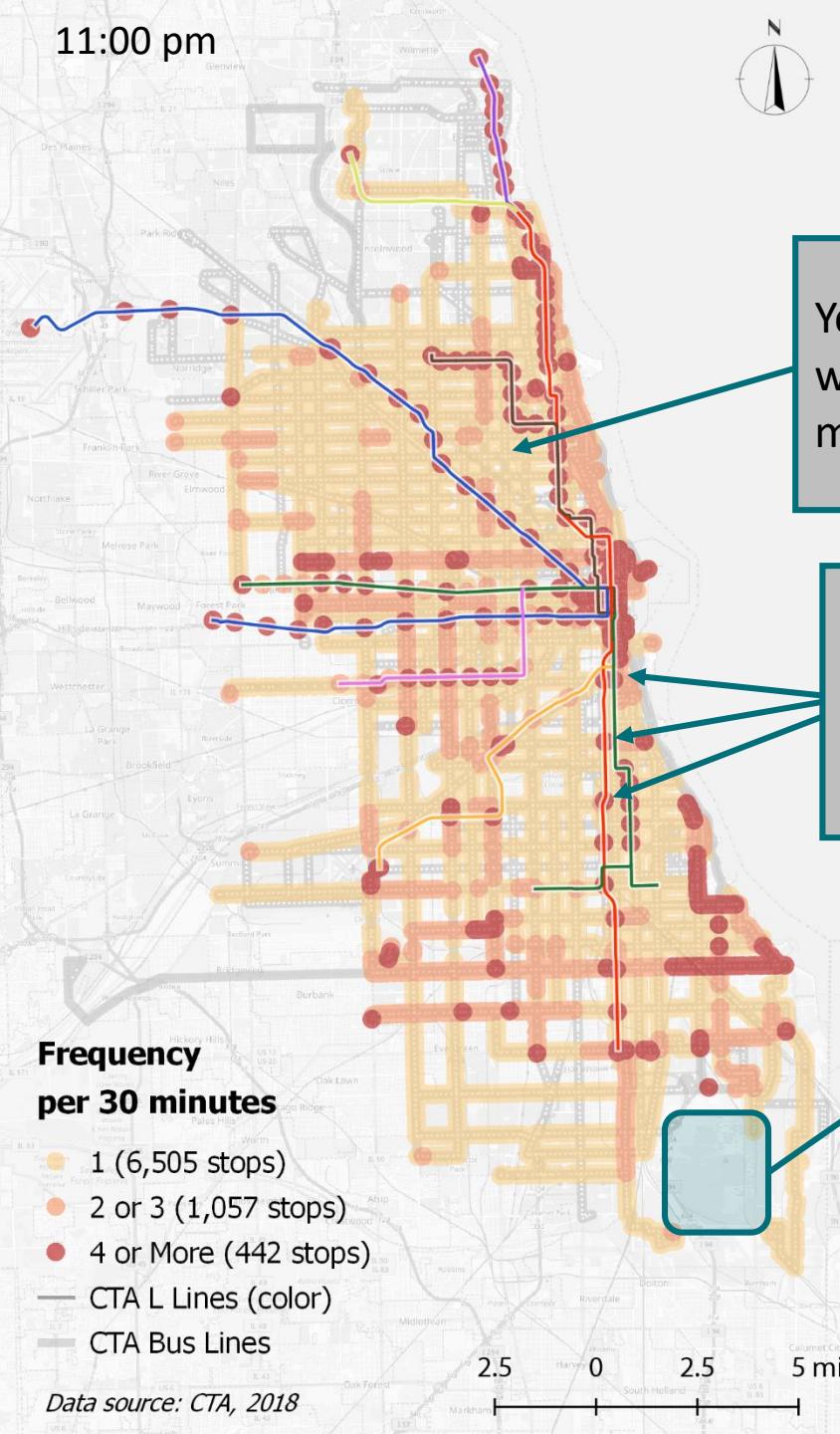
Dark lines denote high-frequency bus routes

High quality transit connections available throughout most of the city

Most stops have at least two departures per 30 minute period



11:00 pm



Transit on Weekdays at 11 p.m.

- Many routes now have just two trips hourly;
- Well-timed transfers with buses far more difficult.

Yellow lines denote routes with just one trips per 30 minute period

Bus connections at many “L” stations become more difficult due to limited frequency

The share of trips made on transit falls nearly to zero in some areas.

Transit on Weekdays at 1:30 a.m.

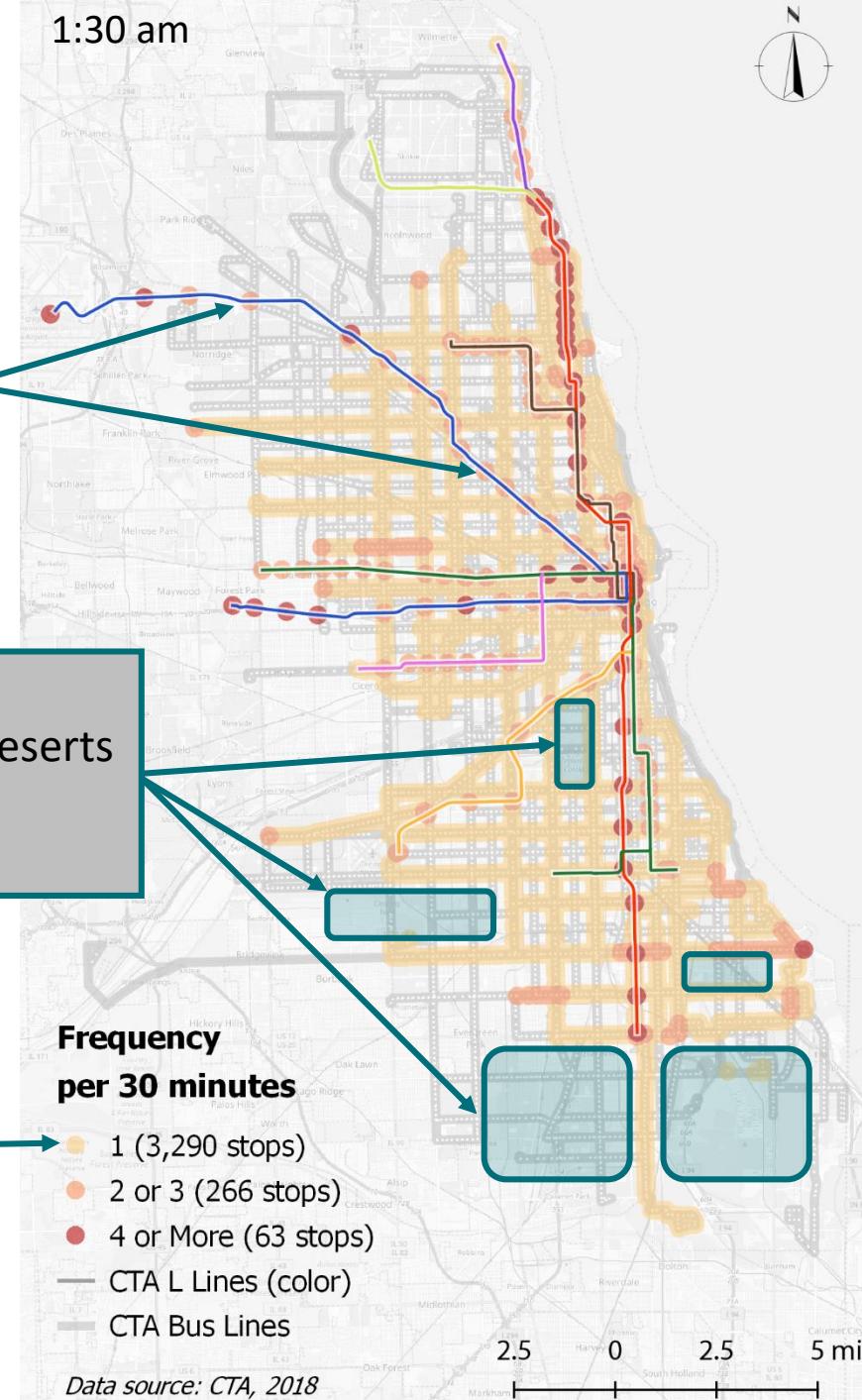
- Only a skeletal bus system remains;
- Concerns grow over safety of bus transfers.

Some “L” stations now lack any bus connections

New transit deserts emerge

Vast majority of stops have one departure or less per 30 minutes

1:30 am



A Proposal for Leveraging the Strengths of Transit and Ridesharing

Negotiate discounts for ridesharing trips to/from outlying CTA “L” stations **during times when bus service is limited**

Ridesharing providers receive **signage at select stations** and the benefits of joint promotion

CTA benefits from **new rides** and gives its customers an **incentive to use rail** for the majority of their trip

Perhaps most importantly, collaboration provides a **new avenue for innovation at the CTA**, which lacks resources to significantly expand bus service

Our study also points to Ventra as an excellent platform for such collaboration



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