



UTC Project Information – Cooperative Mobility for Competitive Megaregions (CM²)

Project Title	New in Town: An Examination of the Impact of Uber and Lyft in Philadelphia
University	University of Pennsylvania
Principal Investigator	Erick Guerra
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Funding Source(s) and Amounts Provided (by each agency or organization)	U.S. Department of Transportation: \$59,414.56 University of Pennsylvania: \$35,657.82
Total Project Cost	\$95,072.38
Agency ID or Contract Number	UTDOT Grant number: 69A3551747135
Start and End Dates	9/1/2019 - 8/31/2020
Brief Description of Research Project	<p>This project seeks to understand the impact of ride-hail services such as Uber and Lyft on transit usage and travel behavior in the Philadelphia region. The study area encompasses a five-county region in southeastern Pennsylvania. So far, there have been few studies that examine the impact of the increasingly popular ride-hail services on the transportation system in the study area. This study aims to fill this knowledge gap by answering three interrelated questions:</p> <ol style="list-style-type: none"> 1. Have UberX and Lyft increased or lowered transit ridership in the Philadelphia urbanized area? To what extent are they a complement to or substitute for transit? 2. Who uses UberX and Lyft in the Philadelphia urbanized area and why? 3. What factors contribute to the individual substitution between transit and ride-hail services in the Philadelphia urbanized area?

Describe Implementation of Research Outcomes (or why not implemented)	<p>Dr. Guerra's Ph.D. student, Xiaoxia Dong, conducted a survey in the Philadelphia region to study Uber and Lyft users' characteristics and willingness to use transit. A paper titled "Trade Uber for the bus? An investigation of individual willingness to use ride-hail versus transit", was accepted by the Journal of American Planning Association. Mr. Dong also presented his findings at the Kleinman Center for Energy Policy's Board Meeting.</p> <p>Mr. Dong also presented his transit ridership analysis titled "Complement or Substitute? Impact of UberX and Lyft on Transit Ridership in Philadelphia Region" in the poster session at the Association of Collegiate Schools of Planning Annual Conference in Buffalo in 2018.</p>
Impacts/Benefits of Implementation (actual, not anticipated)	<p>The ride-hail user survey analysis provides insight into who uses ride-hail services such as Uber and Lyft and more generally why, as well as the factors that ride-hail users value the most when choosing between ride-hail and transit.</p>
Web Links (to reports, project website, etc.)	N/A