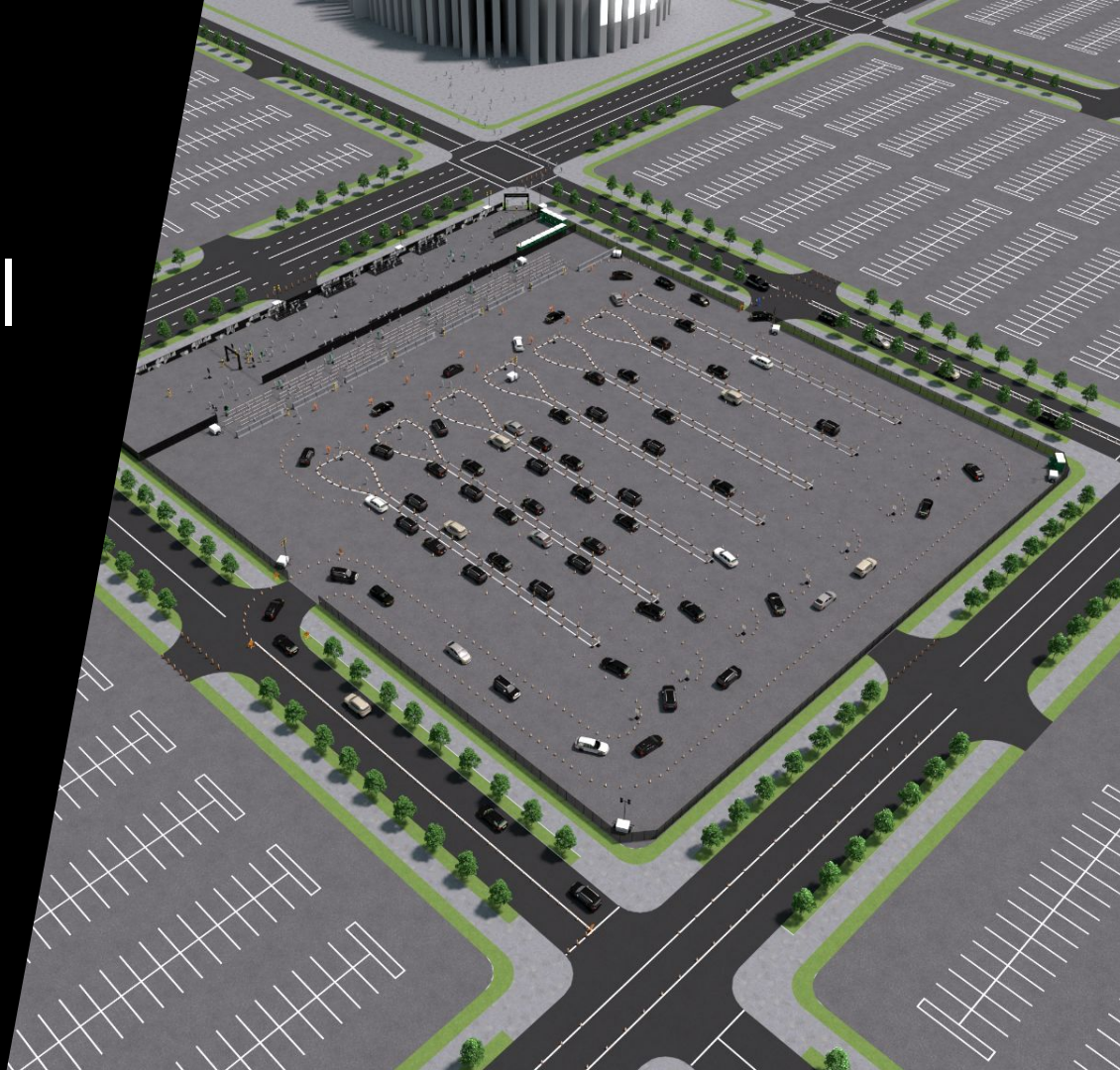


Ride App

Operating Manual

Volume 1.0 | January 2022

Uber

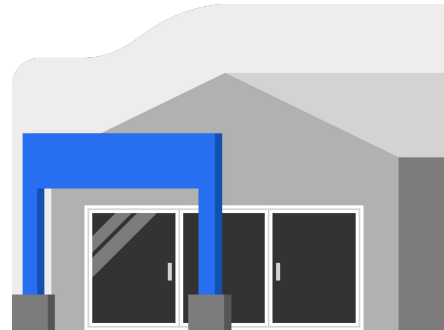
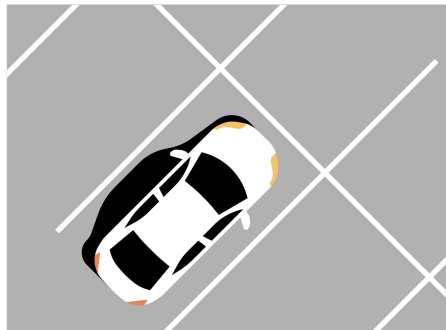


Overview

This resource is intended to provide helpful insight related to the planning and management of a Ride App pickup operation, with an emphasis on a few key areas including: identifying and sizing a pickup location, staffing the footprint, and supporting the operation with infrastructure.



Focus Areas



Identifying and sizing the pickup location

The Ride App operation should be located in an area that is accessible, while providing sufficient space for vehicles to queue and for riders to wait safely.

Staffing the operational footprint

A deployment should focus on three key areas for both riders and drivers, including: decision points, congestion points, and risk points.

Supporting the operation with proper infrastructure

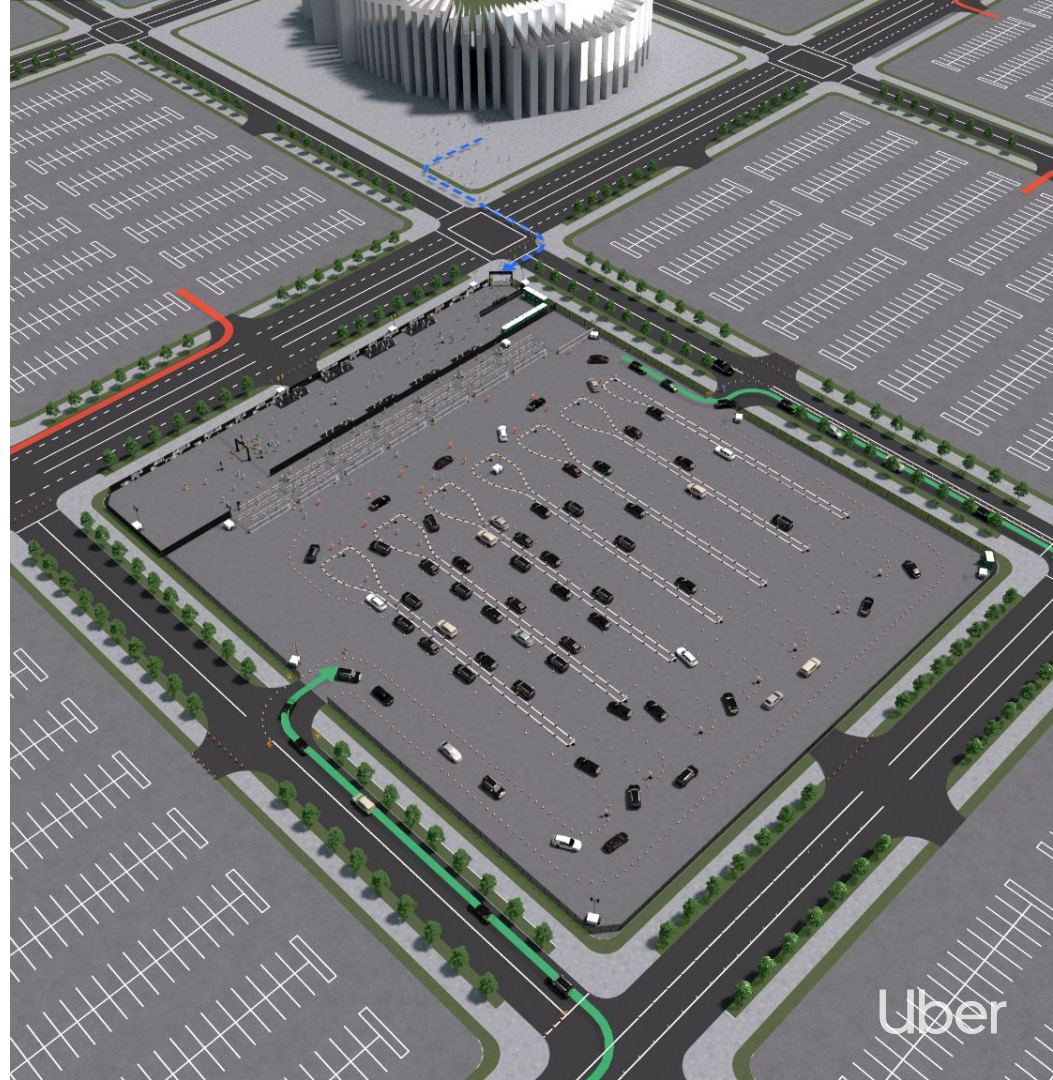
For the safety of guests and to ensure optimal throughput, it is advised to leverage infrastructure as necessary to effectively organize vehicles, corral pedestrians, and separate the pickup lot from the rider waiting area.

Identifying and sizing the pickup location

Avoid Ride App pickup locations that enable riders to intersect with drivers prior to the intended pickup point.

In this example, riders are exiting the venue and following a walking path to enter the Ride App area on the northeast corner of the footprint, while drivers are entering the space from the southwest corner – this reduced the potential of either party connecting prior to the intended pickup location.

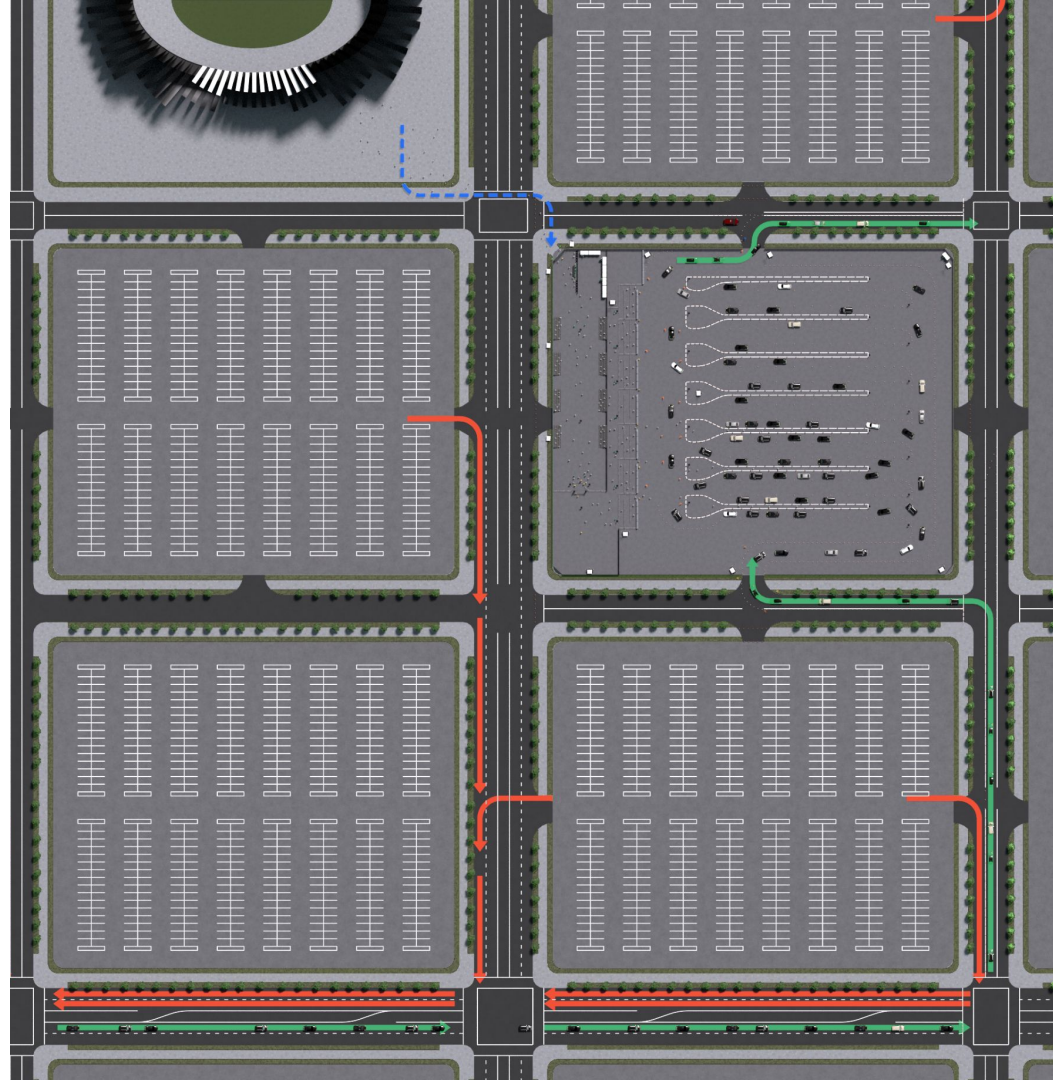
- Ride App Ingress + Egress
- Neighboring Lot Egress
- Pedestrian Walking Path



Look for ways to reduce as many obstructions as possible for inbound and outbound Ride App drivers.

In this example, the Ride App lot location is positioned within the overarching transportation plan, such that peripheral parking lots are not merging with inbound or outbound Ride App vehicle traffic. Additionally, this design limits the potential for other pedestrian foot traffic to impact Ride App vehicle flow.

- Ride App Ingress + Egress
- Neighboring Lot Egress
- Pedestrian Walking Path



Build plans that account for rider waiting space, vehicle queuing, and passenger loading areas that promote safety and optimal throughput.

In this example, the lot area offers adequate space to accommodate inbound vehicles, separate them into easy-to-identify lanes, and allow them safe space to queue for passenger loading. Meanwhile, on the guest side, there is ample waiting area that offers a safe and comfortable environment to support a high volume of riders.

*The capacity of the vehicle loading and rider waiting area will vary based on **vehicle orientation and physical infrastructure**. We recommend these baseline design dimensions for a dedicated pickup lot with a reasonable amount of staff in place to guide traffic:

- Vehicle Width = 10 feet
- Vehicle Length = 20 feet
- Thru Lane Driveway = 15 feet
- Pedestrian Walkway = 5 feet (12 feet for social distancing)
- Bumper-to-bumper orientation



Staffing the pickup operation

Personnel types

Staff responsibilities will differ based on role and operational needs, but may include:



Guest Services

- Waiting area management
- Guest support
- Wayfinding guidance
- Troubleshooting
- Tracking and reporting issues

Security

- Crowd control
- Enforcement of venue policies
- Conflict resolution
- Tracking and reporting issues
- Emergency escalation

Traffic Management

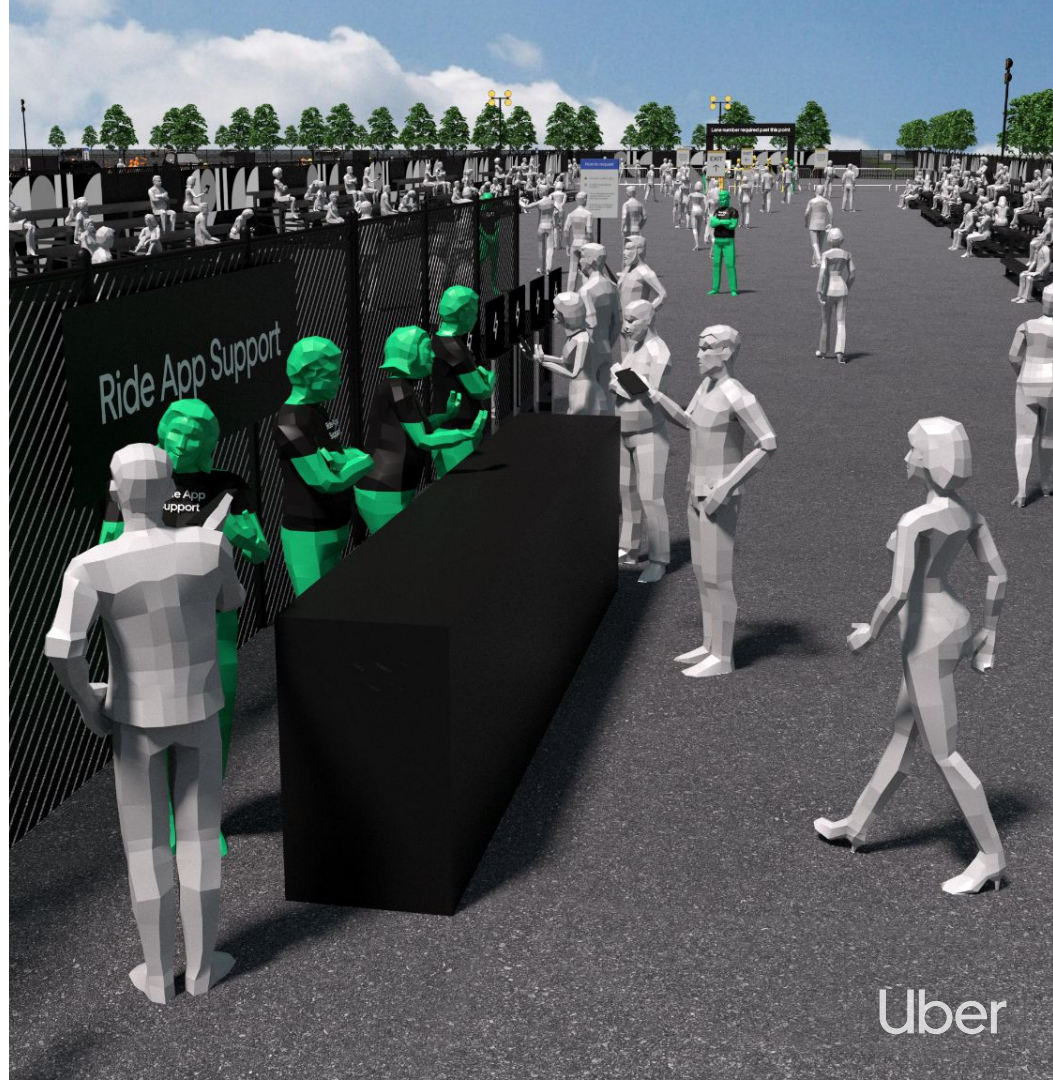
- Infrastructure setup
- Traffic flagging
- Managing vehicle loading
- Driver support
- Enforcement of lot policies
- Emergency escalation

Law Enforcement

- Managing traffic flow
- Crowd control
- Enforcement of lot policies
- Emergency response
- Conflict resolution
- Overseeing evacuations

Staffing the operation

A **guest services team** should be dedicated to provide directional information to Ride App and non-Ride App patrons, and answer questions within the Ride App pickup zone.



Staffing the operation

A **dedicated security team** should be deployed to manage crowds, maintain order within the waiting area, and identify issues and respond to potential issues as needed.



Staffing the operation

A **traffic management team** should be dedicated to guiding driver behavior, including but not limited to: traffic flagging, managing vehicle flow, communicating lot policies, and supporting safe vehicle boarding.

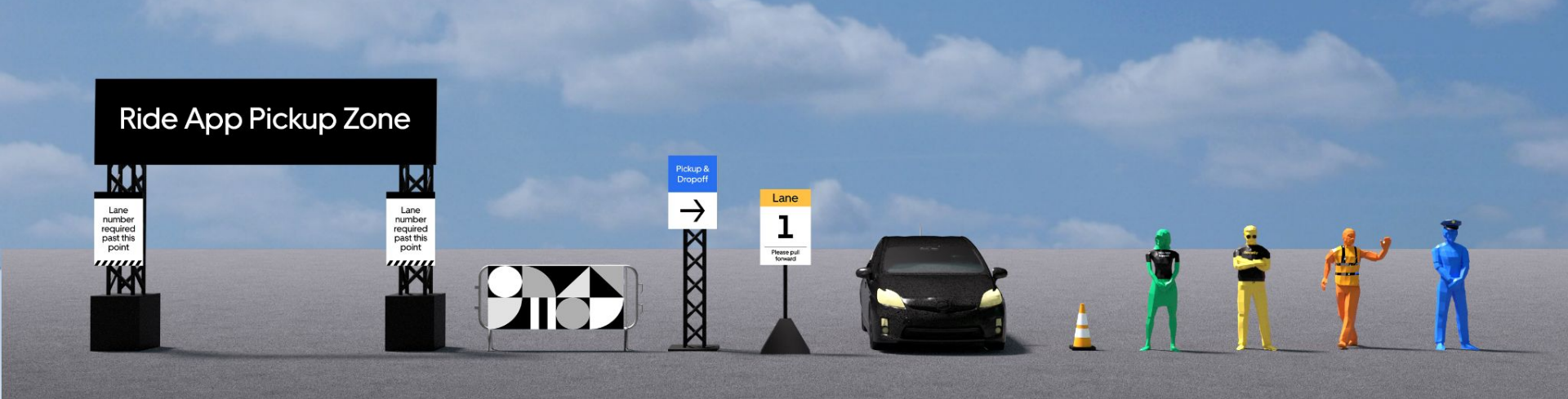


Staffing the operation

It is recommended to dedicate **law enforcement** to manage roadways, monitor activity and respond to emergencies as needed across a Ride App operation's footprint.



**Supporting the operation
with proper infrastructure**



Resources to prioritize

Assets deployed on or along roadways for Ride App operations **must be compliant with the standards defined by the Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD)** and all other applicable laws and regulations.

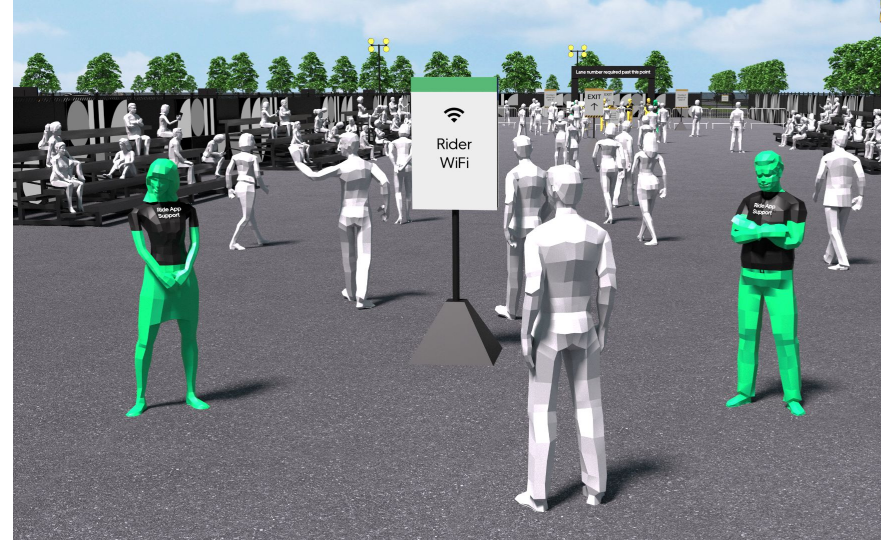
Within the Ride App pickup footprint, signage, walkways, lanes, emergency exits, and amenities should all be clearly delineated.

Asset types and counts will vary based on the expected volume of attendees and anticipated Ride App demand. In general, the standard resources that should be considered include: either 6 ft. or 8 ft. temporary fence, scrim paneling, elevated signage (reflective if used at night), pedestrian barricade, and light towers.

Supplemental resources



Supplemental amenities that can influence rider behavior and improve guest experience include: seating, charging stations, help desks, and restrooms. The presence and location of these assets can help dictate where guests will corral within a given space.



When building a Ride App operation, **cell service reliability should be a consideration** to ensure riders and drivers can access the app to complete a request. In the absence of adequate cell coverage, it is highly recommended to **deploy supplemental WiFi** to ensure greater connectivity to support a high-volume of connections during peak hours.

Moving forward

It's recommended to consider the insights shared in this document from the onset of your mobility planning process.

For more detailed feedback and advanced operational support, contact Uber's Mobility Solutions team today:
z.uber.com/ums

Thank you

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