

Ride App

Operating Manual

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Uber



Overview

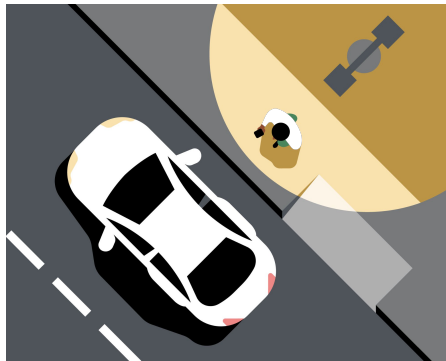
When it comes to Ride App logistics for event operations, “dispersion plans” generally refer to a system that encourages riders to walk away from a busy site to access peripheral loading zones for pickups.

This resource is intended to provide helpful insight related to planning and managing these types of Ride App operations, with an emphasis on a few key areas, including:

- Strategically choosing loading zones
- Ensuring zones are set up for maximum throughput
- Guiding rider and driver behavior for better results



Focus Areas



Strategically choosing loading zones

Dispersion pickup points should support projected trip volume and be located in areas that are safe, accessible, and intuitive for riders and drivers.

Ensuring zones are set up for maximum throughput

Several factors can affect whether or not dispersion points function properly, including staff support, enforcement, and interaction with other modalities.

Guiding rider and driver behavior for better results

It is important to consider the entire user journey in the physical world, anticipating key decision points and taking measures to influence actions throughout the request, routing, dispatch, and pickup processes.

Strategically choosing loading zones

Begin the planning process by forecasting needs and considering all potential options for pickup areas.

Total loading capacity should be grounded on a general understanding of how much rideshare demand is expected at an event. From there, it's recommended to explore the potential of securing multiple areas for passenger loading, in order to help foster more balanced dispersion away from a venue and reduce congestion.



Understanding where drivers are routing from can help ensure dispersion plans are intuitive and more highly utilized.

First, it is vital to be able to predict the direction(s) from which drivers will likely approach the venue. Generally, it's recommended to consider the location of the city's core or other busy areas where drivers are likely concentrated. This information can help inform decisions about what areas loading zones will be easiest for drivers to reach.



Potential loading zones should be evaluated with security in mind before being finalized.

Dispersion plans typically require riders to walk to peripheral areas away from the core egress of a venue. It is important to review these areas through the lens of public safety to ensure that both riders and drivers are comfortable and secure at these locations.

Things to consider include: whether the loading zones are well-lit, in high-traffic areas, affected by any obstructions, or in higher-crime vicinities.



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

As is the case with all Ride App operations, it's important to look for loading zones that limit the potential for riders and drivers to cross prematurely, so as to mitigate the likelihood of trips happening in suboptimal areas.

Second, it's important to also consider where guests are expected to exit the property at, as this can help validate whether loading zones are accessible, within a reasonable distance, and if they work with the natural crowd flow.

- Ride App Ingress
- Ride App Egress
- Pedestrian Walking Path



**Ensuring zones are set up
for maximum throughput**

Enforcement protocols are necessary to make sure that areas dedicated to Ride App loading can function as intended.

With dispersion points often falling outside of the venue's core footprint, there are a different set of variables that may impact the efficacy of loading zones.

It's important that the spaces being allocated to Ride App pickups are clearly delineated in advance of the event, there is regular policing of the areas to deter unsanctioned use, and there are plans to remove vehicles or obstructions that might prevent Ride App drivers from utilizing the space as planned.



It's imperative that Ride App loading zones have adequate space allocated to promote safe and efficient pickups.

Successful operations focus on identifying approved areas where Ride App pickups can take place, rather than solely focusing on eliminating pickups at undesirable locations.

With this, all dedicated dispersion points should have appropriate space dedicated—whether curbside or in a lot—to afford vehicles the ability to pull aside for passenger loading.

Additionally, each point should also provide sufficient space for riders to wait comfortably for drivers to arrive.



To ensure a safe experience and optimal efficiency, proper staff should be deployed to manage loading zones.

While planning of dispersion points should be done in conjunction with relevant stakeholders across law enforcement, traffic management, and event security, it's also important that staff is dedicated on-site to flag traffic, handle crowd control, facilitate safe vehicle loading, and respond to emergencies as needed.



**Guiding rider and driver
behavior for better results**

Design the rider egress flow to limit access to major roadways for as much of the walk from the venue as possible.

Whenever the venue footprint and transportation plan allow, it's recommended to design walking paths in a way that will reduce the likelihood of riders accessing major roadways along their journey to the designated loading zones.

As exiting riders reach major roadways, commercial businesses, and easily-identifiable neighborhoods, crowd control typically becomes more difficult to manage, and utilization of the loading zones can be reduced.



Comprehensive wayfinding installations can make driving routes and walking paths much more intuitive.

Traditionally, event pickups are often associated with a specific point of interest, such as a stadium, theater, or park.

Since dispersion plans encourage riders and drivers to meet at peripheral points away from a venue, which may be unfamiliar, it's critical to deploy clear directional signage at key decision points to effectively guide routing.

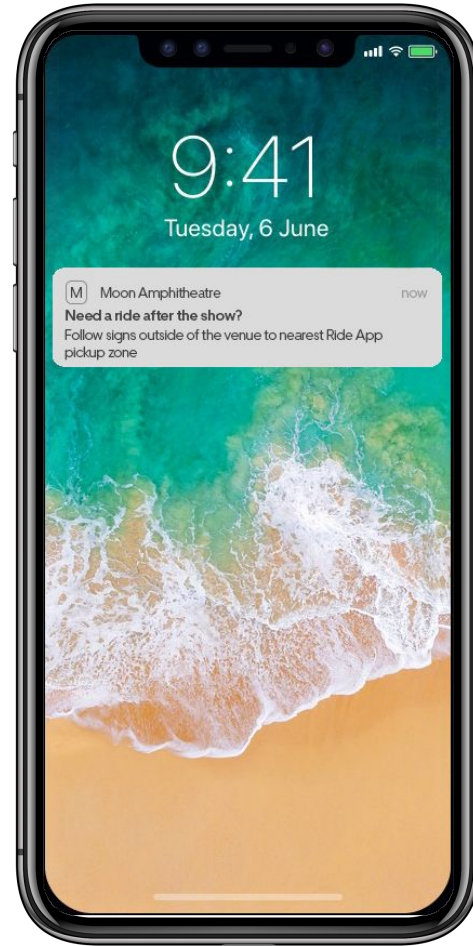
Assets deployed on or along roadways for Ride App operations **must be compliant with the standards defined by the Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD)** and all other applicable laws and regulations.



Strong communication campaigns can effectively set expectations and educate riders and drivers about transportation logistics.

Thorough communications about Ride App operations can help riders and drivers to properly prepare for pickups and dropoffs around a venue.

With dispersion plans in particular, reaching audiences through as many different touch points as possible—such as email, SMS, web, local media, physical wayfinding, dynamic signage, etc.—can go a long way in helping to yield optimal outcomes.



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, in-depth data insights, or advanced operational support, contact Uber's Mobility Solutions team today: z.uber.com/ums

Thank you

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