

City of Mercer Island Rideshare Pilot Program

July 2018



WHAT IS THE PROGRAM?

On April 23, 2018, the City launched a pilot program to help commuters access the Mercer Island Park & Ride (8000 North Mercer Way) without the need for a personal vehicle. As regional parking pressure increases, all 447 stalls now fill up by 7:00am on most weekdays. With nowhere to leave their car, many people who want to board an express bus towards Seattle or Bellevue are forced instead to drive to their final destination.

For **six months**, the City and rideshare providers **Lyft** and **Uber** are offering a highly discounted, on-demand ride to anyone whose journey starts or ends at the Park & Ride.

This program is one of many mobility solutions that the City is exploring to assist with “first-mile & last-mile” connections to regional transit. This adds commuter options, helps reduce reliance on Single Occupant Vehicles (SOV’s), reduces congestion, and can lessen greenhouse gas emissions.

WHAT ARE THE DETAILS?

- **Availability:** 24 hours/day, Monday through Friday (pilot ends October 31, 2018)
- **Cost:** First 3 months: Flat fee of \$2 per ride; Months 4-6: Flat fee of \$2 per shared ride, \$5 per solo ride
- **Providers:** Lyft and Uber (both will offer an identical promotion)
- **Itinerary:** All rides must start or finish at the Mercer Island Park & Ride, and cannot leave Mercer Island
- **More info:** www.mercergov.org/RideShare



HOW CAN I TRY IT?

- 1) Download the app for each provider
- 2) Decide whether to ride solo or shared
- 3) **For Uber:** the discount will appear for qualifying itineraries
For Lyft: enter **LYFTMI18** once into the app’s promo section

Need extra encouragement?

Uber is offering \$15 off for new users (code: MERCERISLANDERS)

Lyft is offering \$15 off for new users (code: MIFIRSTRIDE)



In partnership with



UBER

Since the closure of the I-90 Center Roadway, the City has been working diligently to research and launch transportation alternatives to provide commuters with new ways to minimize SOV travel and avoid rush hour traffic

FREQUENTLY ASKED QUESTIONS



Can I book ahead?

Yes, both vendors allow scheduling at least 7 days in advance

What if I don't have a smartphone?

Someone else with a smartphone can arrange your ride

What's the minimum age to ride?

Both vendors currently require passengers to be 18 or older

What happens to the price after the pilot ends?

The City will evaluate usage and adoption, and determine the need for ongoing program sponsorship

Even though the ride is discounted, can I leave a tip?

Both vendors now allow optional tipping via their apps

Can I make a stop along the way?

No, these are direct rides only

Who can I contact about the program?

For Lyft or Uber support — Use the app Help function

For comments to the City — Email Project Manager

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OTHER MOBILITY SOLUTIONS

Over the coming months, the City will be exploring other mobility options to help commuters find alternatives to solo-driving and access a range of transportation alternatives. Future project possibilities include a free-floating bikeshare pilot program, carpooling apps, alternative service partnerships with King County Metro, additional commuter parking, and other programs.

There are also a number of existing alternatives to SOV driving that commuters can use today:

- **Metro Route 630** — A rush-hour commuter shuttle direct from MI's southend to downtown Seattle
- **Bikeshare** — A 3-month summer pilot with Limebike offering 25 electric-assist models across MI
- **Commuter Parking Permits** — Leave your car all day in Town Center and ride the express bus
- **Private Shuttles** — Motorcoaches for some tech companies now stop on MI daily (ask your HR Dept)

Learn more about these options www.MercerGov.org/Mobility