

To submit a paper, please prepare an abstract (no more than 200 words) with a standard text processor, and submit it* to strc2018@ivt.baug.ethz.ch.

ABSTRACT

We'll Have Manhattan, the Bronx and Staten Island Too

The Growth of Rideshare in NYC Neighborhoods and What It Portends for the Future of Mobility

Lorenzo Varone, Carol Atkinson-Palombo, Norman Garrick

University of Connecticut/Swiss Federal Institute of Technology-Zürich

The explosive growth in rideshare services in cities around the world has attracted a considerable amount of media as well as scholarly attention. New York City has been a site of particular interest because the ten separate rideshare companies that have evolved in such a short space of time have disrupted the traditional taxi market, and perhaps, transit as well. By December 2016, rideshare services began to surpass traditional taxis in terms of number of trips for the five boroughs of New York.

Perhaps more compelling than the meteoric rise in trip numbers is the way in which the market disruption evolved. While much of the attention has been focused on Manhattan, the more compelling story was playing out in the far reaches of the outer boroughs. Maps of rideshare trips as a percentage of for-hire vehicles from April 2014 to June 2017 show that rideshare services gained their foothold in the outer boroughs in areas not well served by transit or traditional taxis. Market penetration then diffused inwards into central Manhattan, in neighborhoods that are both well served by traditional taxis and public transit.

The purpose of this paper is to give a more nuanced understanding of the growth of ride share, how it is being used and how it has affected other modes of travel. By better understanding the true nature of the disruption to travel in the city we might be able to develop more effective strategies for directing the growth in such a way that it provides maximum benefits while limiting any potential damaging side effects.

Note: For-hire vehicles are rideshare companies such as Uber and Lyft as well as traditional yellow and green taxis that are all licensed by the New York City Taxi and Limousine Commission (TLC). Green taxis, which began operating in 2013, are similar to yellow taxis, but are restricted from being able to pick up customers in Manhattan and at airports unless booked in advance.