# Outline: FairFare: Diversifying Options And Retaining Customers

Customer: Major NE City
Company: Taxis & Ride Shares
Industry: Local Travel
Buyer Persona: Residents
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*For General Consumption*

# Ride Choice Patterns May Not Be What Is Expected

- *The older, white, wealthy demographic in high-income neighborhoods primarily utilize taxis for local transportation; potential reasons are that doormen are in the habit of hailing taxis, though further data analysis is required to confirm this.*
- *Younger individuals of the Black, LatinX and White demographic utilize rideshares to travel to/from central business districts or where public transit has less coverage.*
- *FairFare's algorithm was able to predict what user will select at 80% accuracy and why it was chosen.*
- *Congestion is a major concern and is being debated amongst policy makers as to the best method to tackling it. FairFare can provide more data-based insights to make better policy decisions that will be effective.*
- *FairFare's hypothesis and subsequent data analysis suggests a redistribution of vehicles to where they are needed reduces congestion upwards of 30 min for the user and driver.*

*For Investors & Strategic Business Development*

## The Story of New York City Congestion

*New York City has historically been known to have less than optimal traffic especially in its CBD (Central Business District), 96th Street and below). The introduction of rideshare apps has added to the congestion and currently the City is debating how to address the subsequent increase in cars in an area that has always had high congestion. The image of a sea of yellow taxis is ubiquitous when people think of NYC. The current solutions put forward involve additional fees*

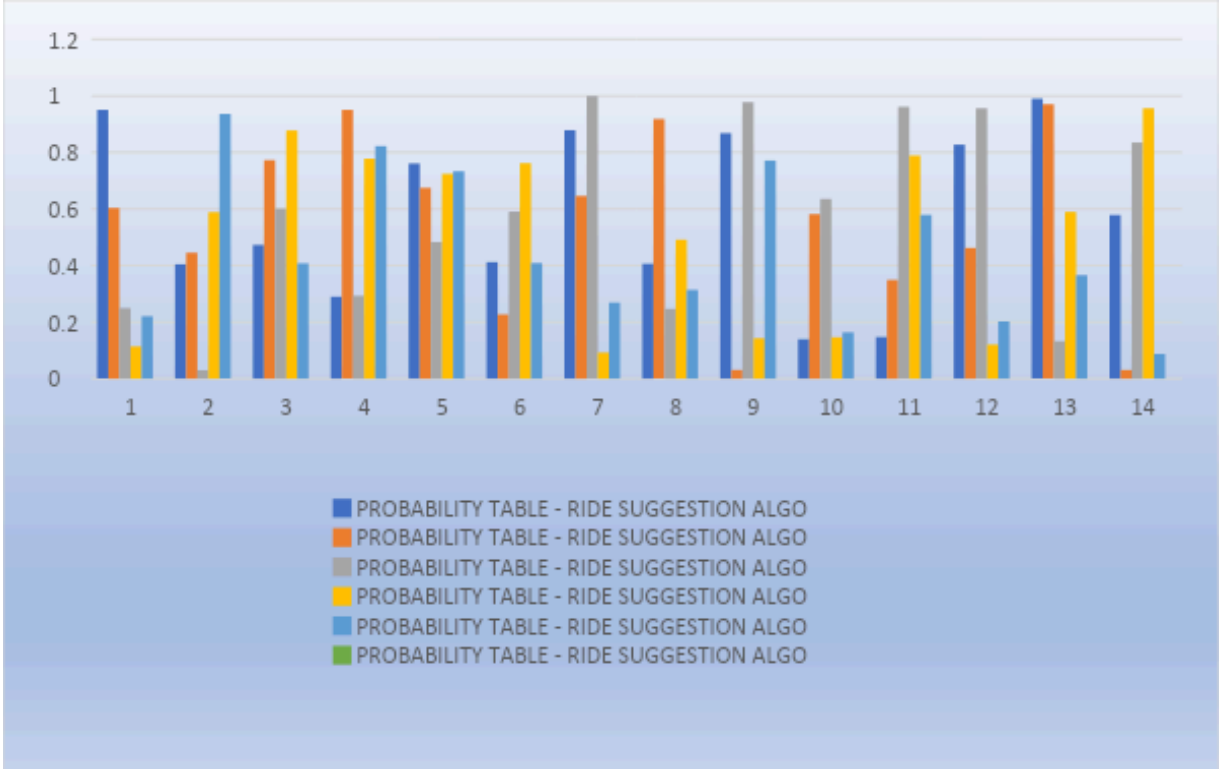
*for TLC (Taxi Limousine Commission) and FHVs (for-hire vehicles), however an in-depth analysis of the data suggests otherwise.*

*Currently MTA has suggested an increase in congestion pricing fees of vehicles entering the CBD in Manhattan for both TLC and FHVHV (for-hire vehicles, high volume). However, we found in analyzing the current data and utilizing our algorithm this increase is not necessary and perhaps not as effective to address the problem of an increased congestion.*

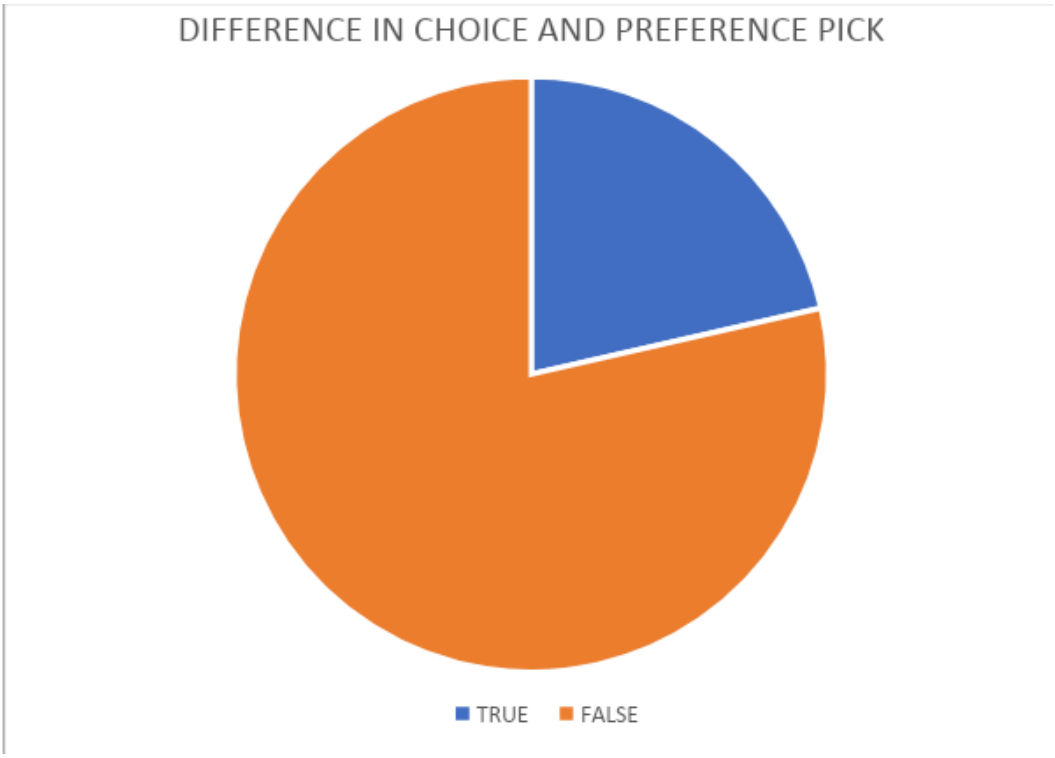
*FairFare reorganized NYC's data set, analyzed millions of data points from 2019-2022 and added our algorithm to subsequently illustrate how in adopting FairFare as the city app in order to reduce congestion in the CBD and redistribute FHVHVs where they are wanted and highly utilized. A win-win-win for all involved, (e.g. drivers, riders and the City).*

## FairFare can predict the probability of what user will choose with 80% accuracy AND aid in reducing CO2 emissions by 10% to 3.87 tons per capita.

In analyzing data along with applying and testing multiple math theories and utilizing our algorithm the FairFare app is able to predict with 80% accuracy which type of ride a user will choose based on various factors of the individual.



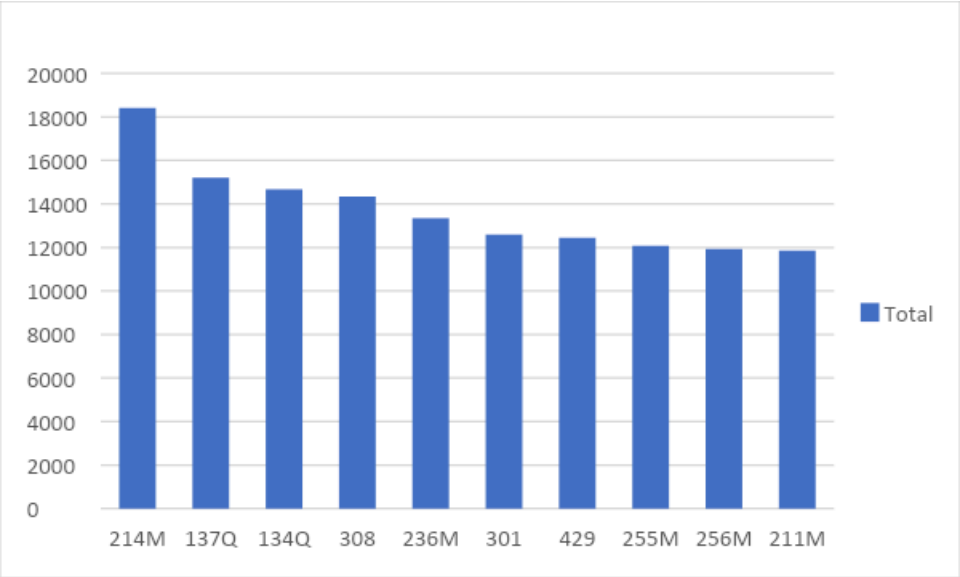

Gray=Lime Blue=Uber Orange=MTA Yellow=Lyft Dark Blue=Bird

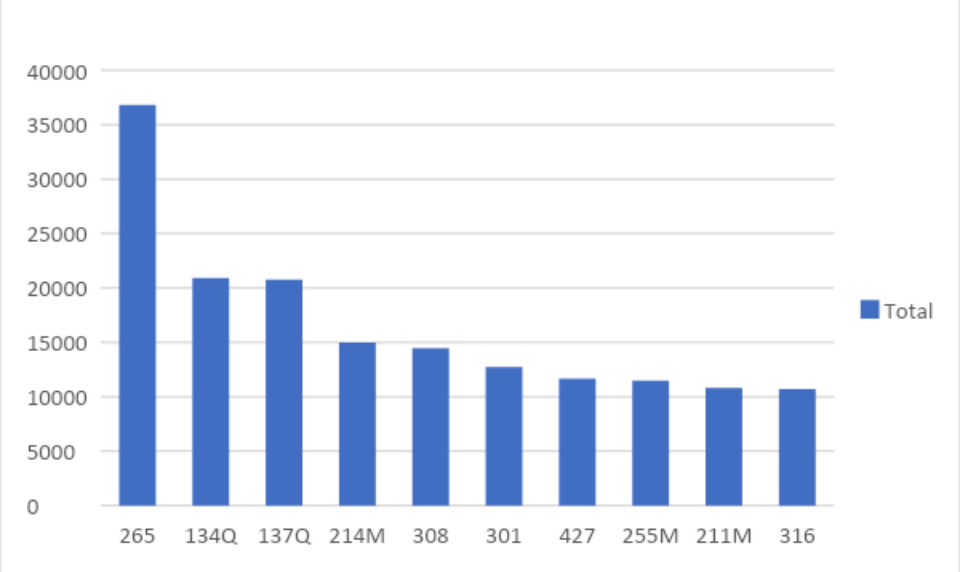



The chart indicates how often a person indicated a preference and chose or didn't choose their preference. Orange=False meaning the individual did NOT choose their stated preference. Blue indicates "True" i.e. They DID select their indicated preference.

## Reallocating FHVHV (for-hire vehicles, high volume) to outer boroughs according to data would reduce congestion by 6x equaling thousands of less cars and subsequent reduced traffic in CBD.

*Currently the CBD is congested and adds an additional 30 min to an hour of travel time to a car commuters travel time. Various policy stakeholders are advocating for an increase in fees for drivers in hopes to deter unnecessary trips in the area and possibly to shift riders in taxi and FHVHV to the train. In analyzing NYC TLC data FairFare found that FHVHV vehicles are doing very low numbers in prime areas. Conversely, FHVHV in a neighborhood in Brooklyn yielded 40K+ pick up and drop offs in Feb 2022 compared to 7k for yellow taxis.*




## FHVHV Highest Usage Is During Late Night

*Data indicates the highest usage for FHVHV occurs during the late night with evening rush hour coming into a close second most popular requested time. We can provide more granular detail about where and when needs are greatest to develop better policies about how to redeploy resources, shift schedules, and use congestion pricing.*

## Overall Results

Overall the data proves our hypothesis of diversification yields greater efficiency, reduces congestion, reduces wait times for riders and can increase public ridership by knowing who will select the options presented. We have also found that cultural aspects play a large role in the decision making of riders. It cannot be discounted but rather needs to be integrated into policies and proposals that are made. Our findings illustrate that the highest indicator of how an individual chooses to travel locally is primarily a cultural decision and then money/time etc variables are factored into the decision.

## Call-to-Action

*For more in depth and personalized mobility analysis reach out to adero@fairfare.nyc .*