

Urban Mobility Analytics: Studying the impact of Uber and Lyft on the Northeastern Community

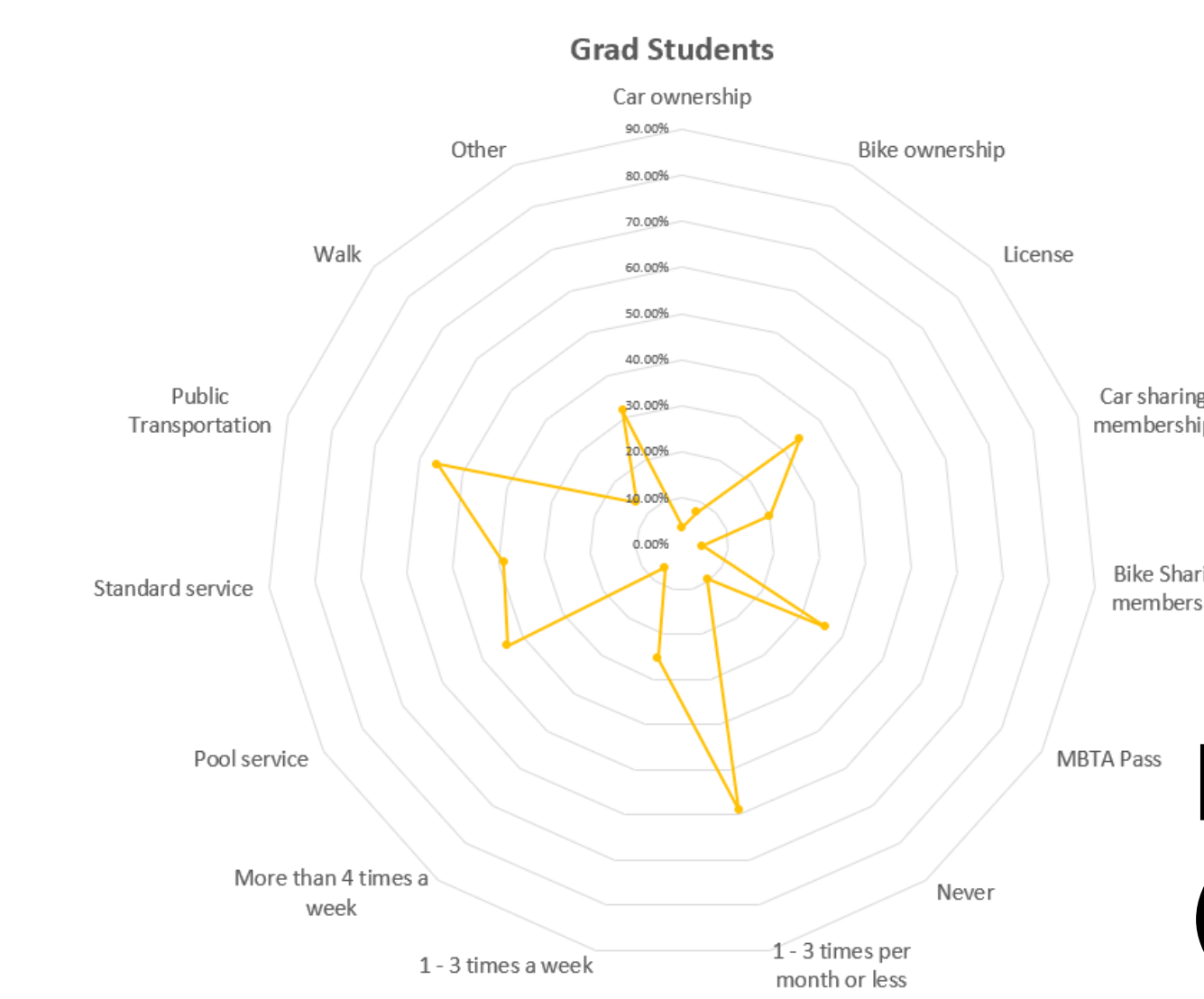
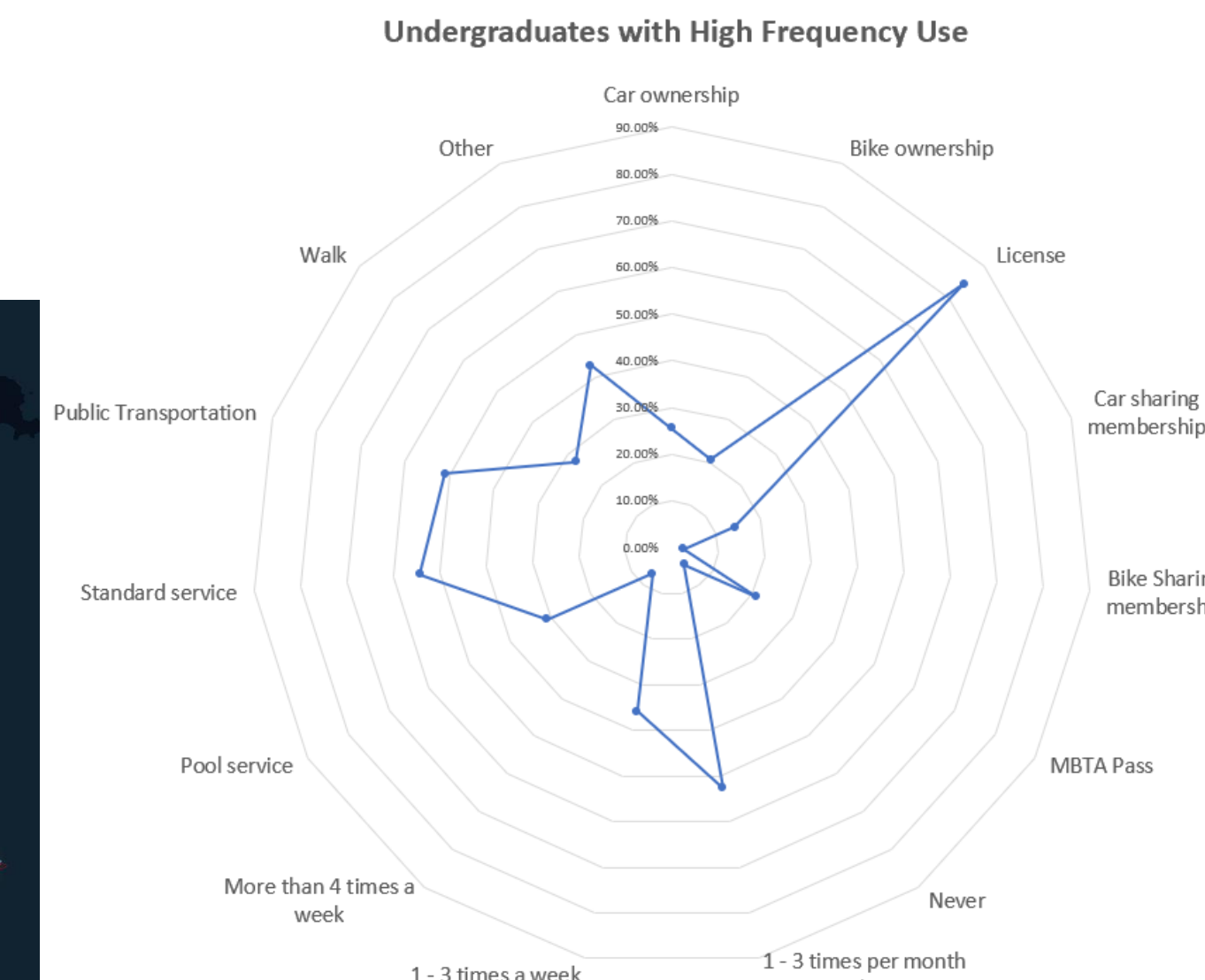
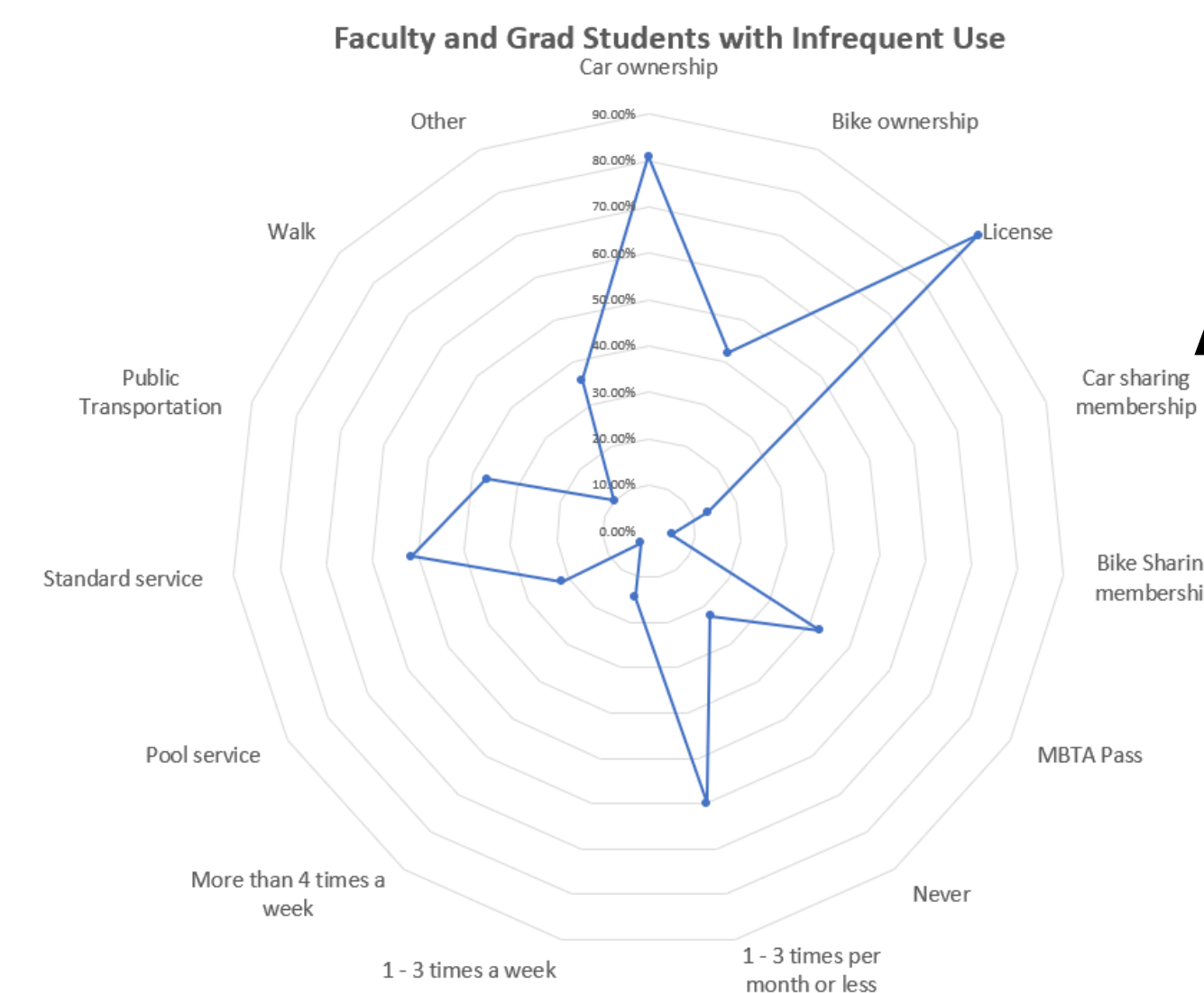
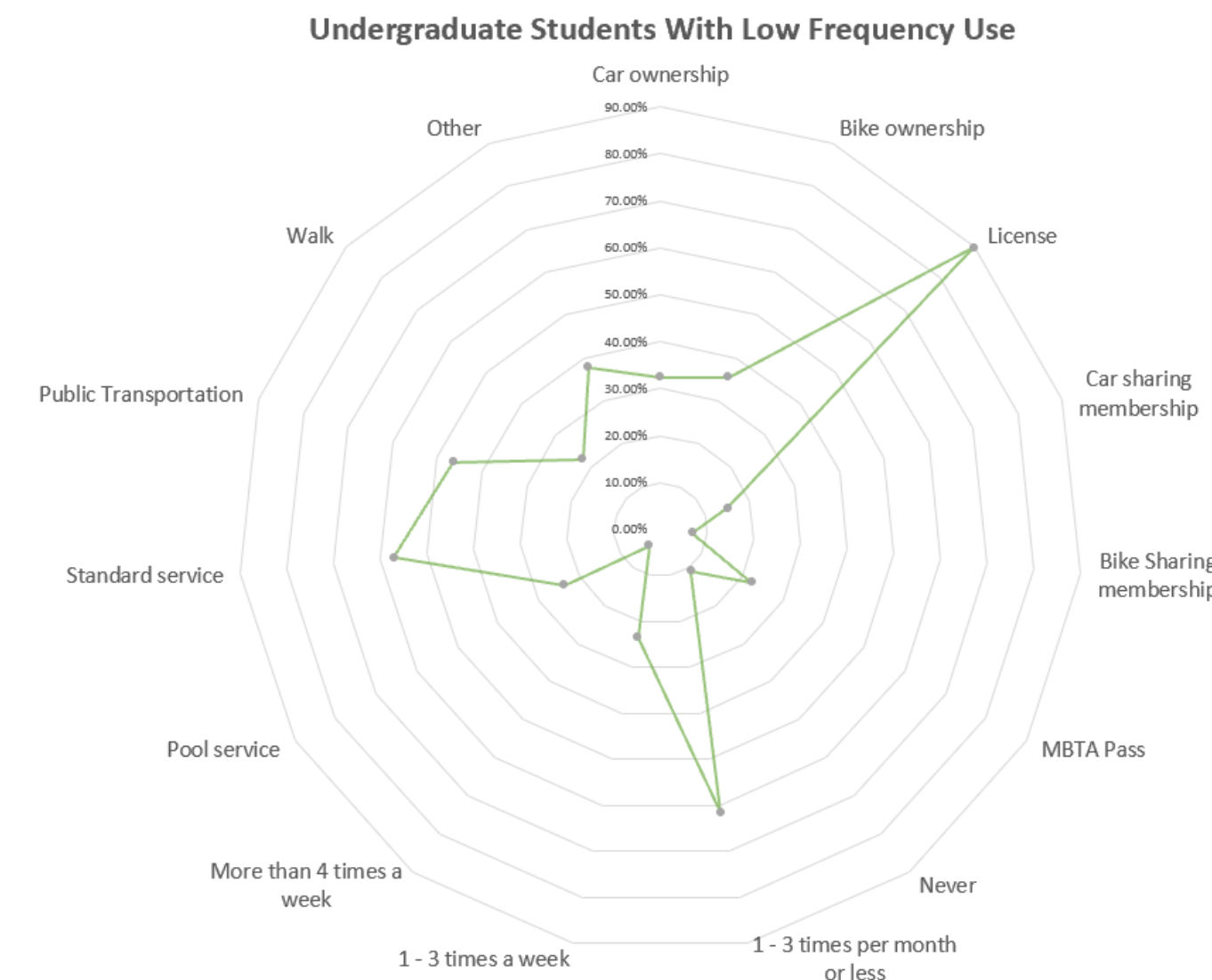
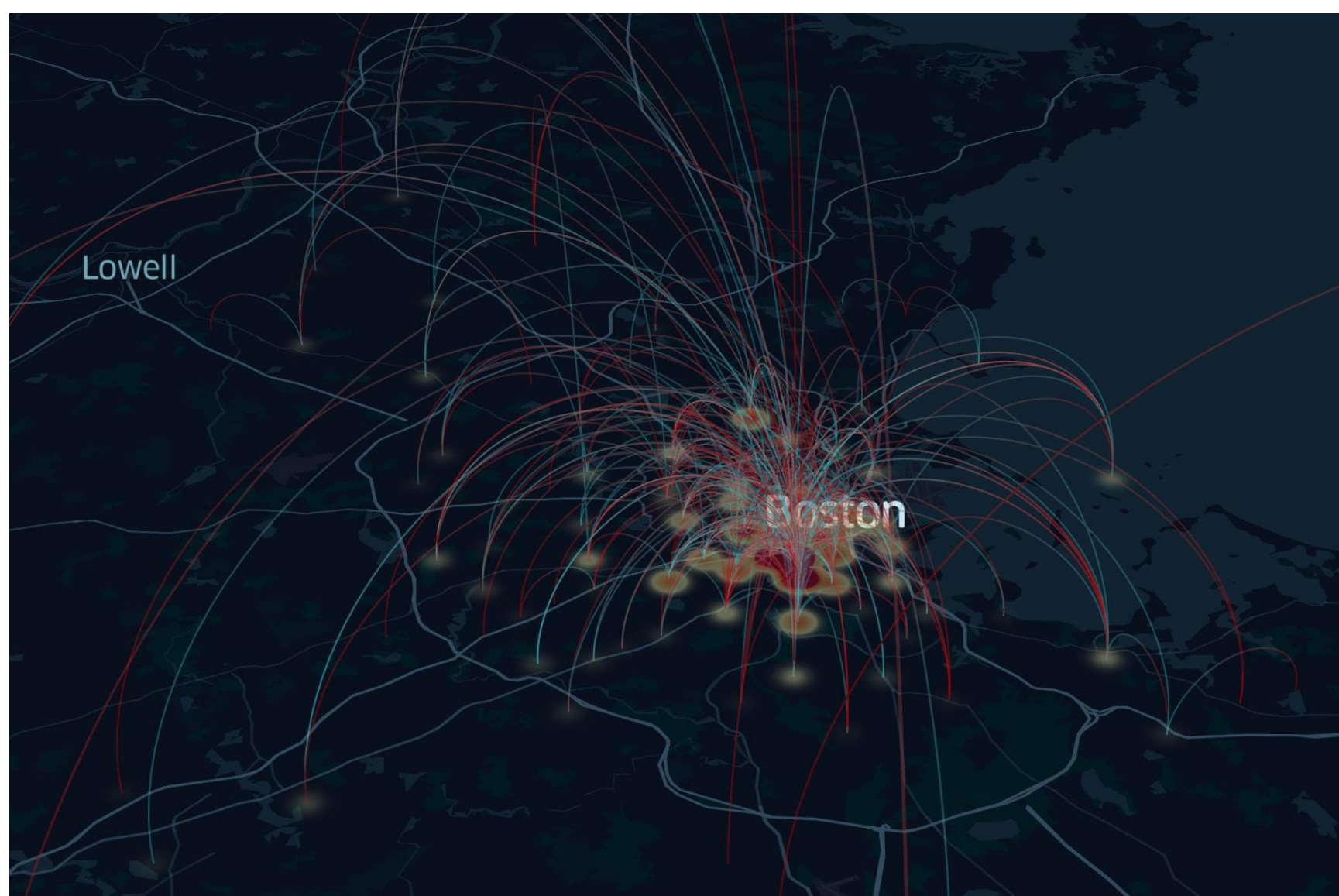
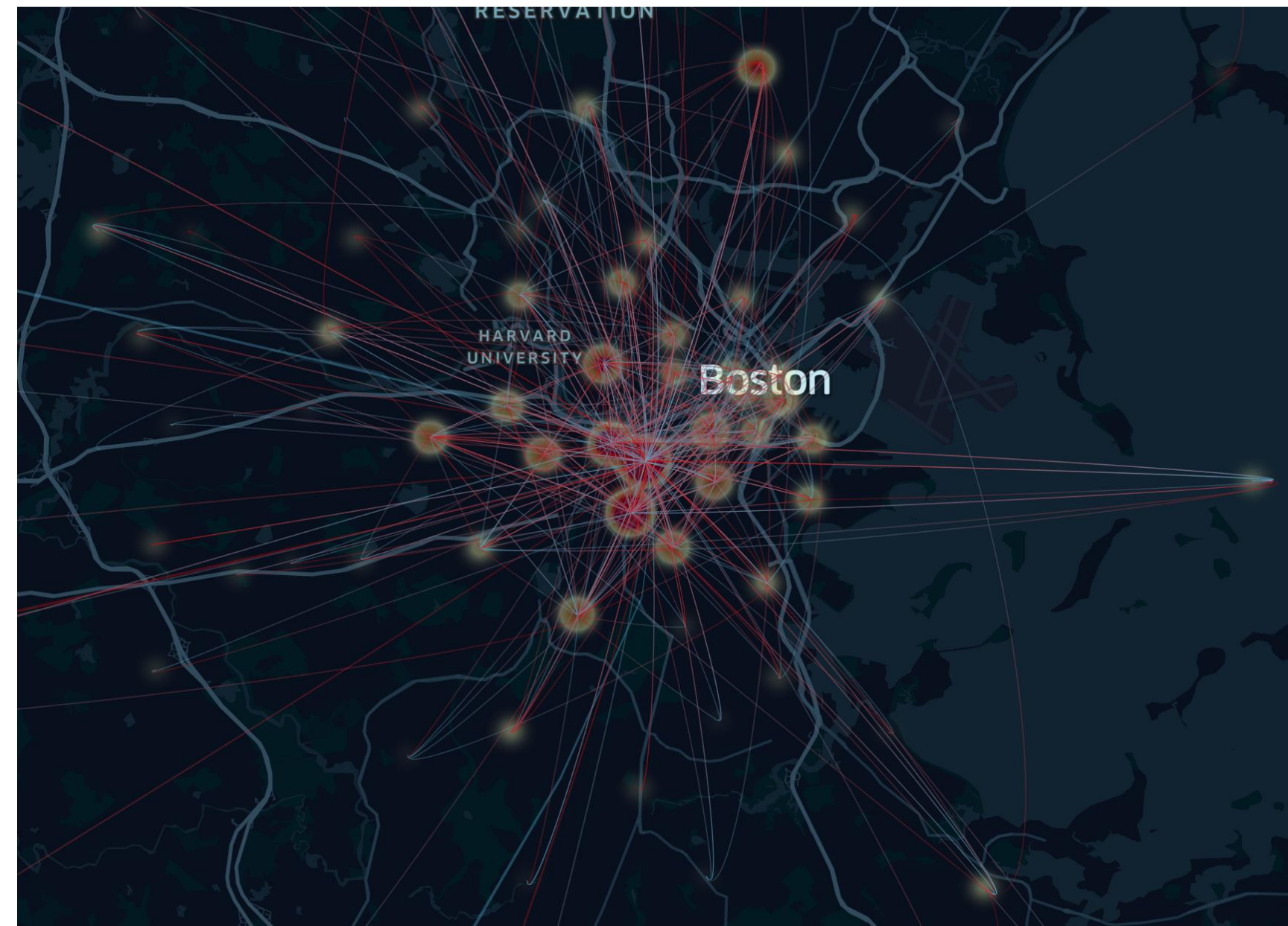
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-This study focuses on the university population's Uber and Lyft usage behavior

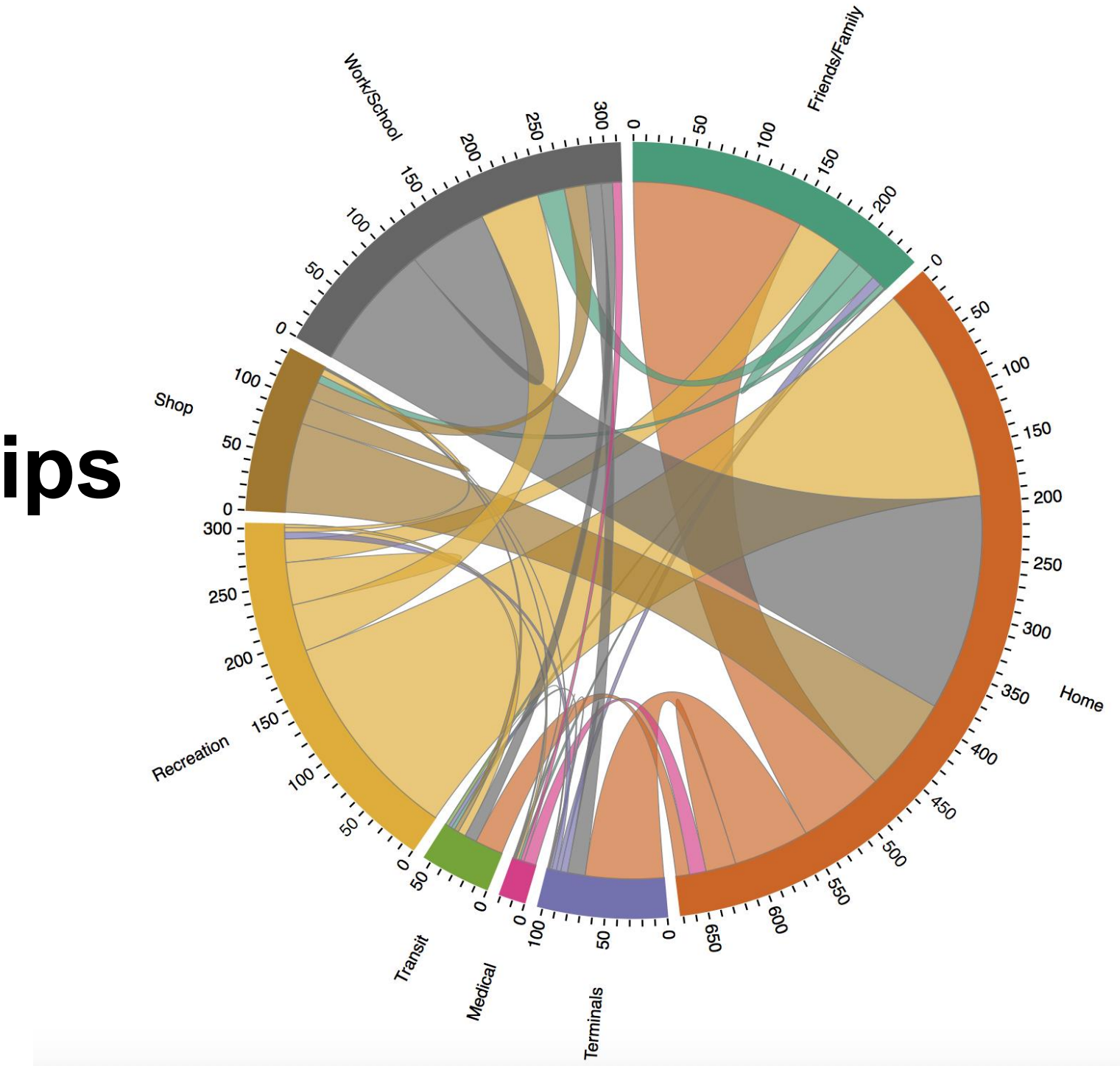
-A web-based survey was designed and conducted at Northeastern University Boston.

-1985 valid responses were collected and analyzed.

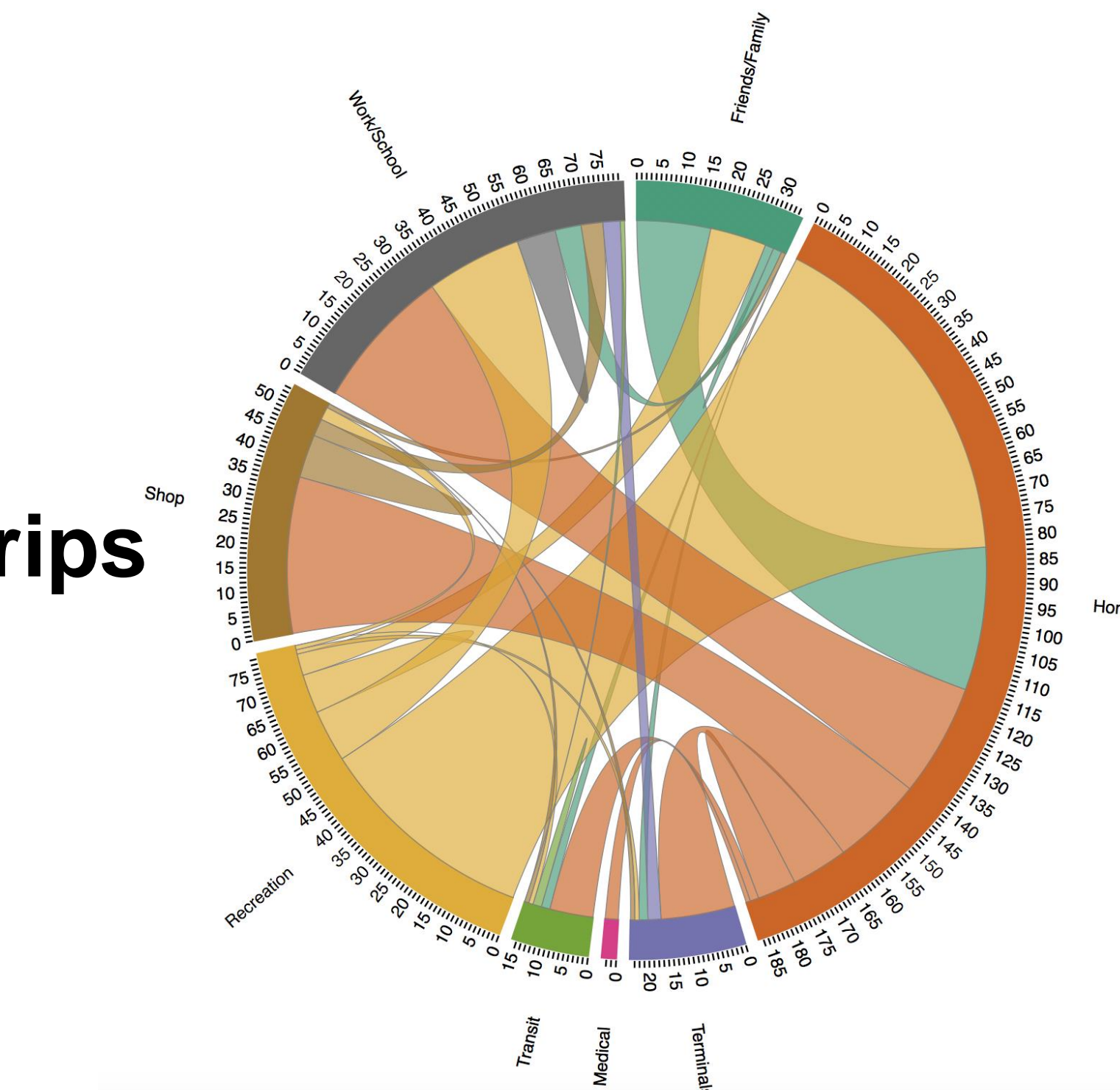
O/D Heat Map of Rides



All Day Trips



Evening trips (5-9PM)



The data was analyzed using cluster analysis to better understand how different demographics interacted with Uber and Lyft.

Conclusions

- Higher income, older age, and greater car/ bike ownership negatively correlate with TNC frequency
- Lower income, younger age, and less car/bike ownership, positively correlate with TNC frequency.

Peer reviewed by the Transportation Research Board and selected for presentation in January 2020 at the TRB annual meeting

- Professor Haris Koutsopoulos
- Zhenliang Ma
- Jiali Zhou
- Santiago Hirschmann