

**My coupon code did not work, what do I do?**

- An automatic link should have been sent directly to your smart phone. Did you put in your phone number at the end of the survey? If the link did not appear, please contact help@blucar.com.

The link appeared on my account. But, the credit did not apply correctly to my ride. What do I do?

- Please contact the provider that you choose on the survey to follow-up on the credit issue. You can access their help pages here: [Lyft](#), [UBER](#), and [zTrip](#).

I did not like my experience with Lyft, Uber, zTrip. Who do I tell?

- We have partnered with UBER and Lyft for this pilot. You do need to contact their customer service representatives to file your complaint.

I need a wheelchair accessible vehicle. How do I get one?

- As part of this pilot, zTrip will be providing all accessible rides to and from downtown Boulder. You just need to call 855-MY-ZTRIP and give them code BOU123.

My survey information did not get submitted. What do I do?

- If you went through the entire survey and did not get to a submit button, please contact help@blucar.com. We will contact you directly to help remedy the issue.

What is the survey being used for?

- The survey is to collect critical information related to who is using the d2d service, why this person is choosing to use the service and what you plan to do downtown. This helps us determine if the pilot can be extended or even long term plans for continuing to improve the vitality of downtown Boulder.

What is a TNC or rideshare partner?

- Transit network companies or rideshare partners are companies that have created a shared car service enabled by a very easy-to-use interface on smartphones. The drivers have to meet a set of requirements before they are allowed to become a driver. UBER and Lyft are the largest rideshare partners out there, right now.

Will I get charged for surge pricing?

- Passengers are responsible for any surge pricing. See [Uber's](#) and [Lyft's](#) detailed explanations for more information.

Why does this only work on a smart phone?

- The credit or coupon is enabled by the application on your smart phone. At this time, we do not have a way to enable the coupon without using the Lyft and UBER smart phone applications.

Why do I have to give you my phone number?

- The phone number is used to deliver your credit. All personal information collected is kept confidential.

Why are you subsidizing rides to downtown Boulder?

- The City of Boulder is piloting this program to encourage more visitation to downtown, especially from people who are avoiding downtown due to parking and other constraints. In the long term, the program seeks to understand how these types of services can be integrated into a comprehensive set of transit options for cities.

What is d2d?

- d2d (Door to Downtown, Your Ride Downtown) is a 2016 holiday promotion providing subsidized door-to-door access to and from Boulder's downtown. The City of Boulder and the Downtown Boulder Partnership (formerly Downtown Boulder Inc.) are collaborating with nonprofit Rocky Mountain Institute/Carbon War Room, local transportation network companies (TNCs) including Lyft, Uber, and zTrip, Boulder-based multi-modal commuter solutions provider Commutifi and the downtown business community on d2d.

How long will the program run?

- The d2d pilot will run seven days a week from 11 a.m. until 9 p.m. starting the day after Thanksgiving and continuing through New Year's Day to bring riders from their homes directly to their downtown destinations and back.

What do I get?

- During the pilot, registered riders will receive a \$5 discount for the first five rides into downtown. Participating downtown merchants will offer a discount for the TNC trip home with a qualifying purchase.

What are the goals of d2d?

- To reduce parking demand from downtown customers who currently drive and park single-occupancy vehicles (SOVs).
- To encourage the return of former downtown customers who no longer shop and dine downtown because of the perceived challenge of parking.
- To support the economic vitality of downtown Boulder, particularly during the critical holiday shopping season.
- To support the city's Toward Vision Zero safety initiatives by possibly reducing impaired and distracted driving.
- To promote "Mobility as a Service" as Boulder prepares for the peak of individual car ownership
- To support the city's Access Management and Parking Strategy (AMPS) goal of creating customized solutions to meet the access needs of Boulder's diverse commercial districts.
- To test, through this first-in-the-nation pilot, the demand for and operations of mobility services when cost-competitive with driving and parking and how that can benefit cities.
- To allow the partners to learn how to utilize this concept in the future with other audiences (such as downtown employers and employees) and in other parts of Boulder (such as Flatirons Business Park, Boulder Junction and Gunbarrel).

Who are the partners?

- City of Boulder
- Downtown Boulder Partnership
- Rocky Mountain Institute – Carbon War Room
- Commutifi
- Lyft
- UBER
- zTrip

What is Mobility as a Service?

- Mobility-as-a-Service (MaaS) describes a shift away from personally owned modes of transportation and towards mobility solutions that are consumed as a service. The key concept behind MaaS is to offer travelers mobility solutions based on travel needs.
- Mobility services provide valuable first- and last-mile support for transit and broaden customer and employee travel options on any given day. For example, an EcoPass holder who must drive into and park downtown because of an evening meeting or event could instead take the bus in the morning and take a TNC ride home in the evening.

What are the benefits for the customers?

Short term:

- Cost savings
- Trip flexibility
- Instead of being stuck in traffic in a car on your way to shop/dine, you can win time back while taking the ride, catch up on news, work or simply relax
- Reduce stress and free up time to do other things

Long term:

- Ultimately, if models like this succeed, we'll see fewer cars on the road, which means less congestion in the city, lower emissions, reduced demand for parking, easier parking for those who must drive, decreased transit costs, improved convenience and savings from not building more parking

Why were UBER, Lyft and zTrip chosen?

- They represent the current rideshare providers in Boulder that could meet the minimum requirements established by the pilot. If there are other companies interested, please contact the City of Boulder.

Will this expand beyond the initial holiday period?

- We hope that others will learn from this pilot and collaborate with other like-minded businesses to offer new and innovative mobility solutions.
- We also hope service providers will continue to develop tailored solutions for different transit needs in Boulder.

Cost - Who Pays & How?

- The city will cover a \$4 discount matched by an additional \$1 discount from the TNCs for the first five rides into downtown and participating merchants will offer a discount for the trip home with a qualifying purchase.
- By leveraging a public-private partnership, the city is amplifying the impact of its investment in this pilot program and the opportunities to learn from the pilot for broader application.
- The budget is approximately \$150,000 for pilot design, project management, software development, the initial phase of pilot implementation, monitoring and subsidy. Extension of the pilot for approximately six more weeks would cost approximately \$55,000.

- The funds are from the Central Area General Improvement District (CAGID) fund balance, which is restricted to downtown parking and related access.
- This pilot represents one type of service model. We expect that as different mobility service providers continue to enter the market, we will see different models and different value propositions.

Other FAQs

- Inbound rides will be offered from 11 a.m. to 9 p.m. seven days a week during the promotion.
- The destination of inbound rides is limited to downtown Boulder (see map below).
- The origin of outbound rides is limited to downtown Boulder.
- There is no geographic limitation for inbound origin or outbound destination.
- Any TNC product may be used (Lyft Line/Pool/Plus, Uber X/XL/Select).
- zTrip will provide service for registered passengers with disabilities.
- Customers will register at d2dboulder.com and respond to a short survey to be eligible for the pilot. Customers will receive a follow-up survey after the first ride. A final pilot survey will be sent out at the end of the pilot. Survey questions will address information such as frequency of visits to downtown, mode of travel, purpose of visit and feedback on the pilot.
- Data will be collected and analyzed on a weekly basis.
- Rides taken will be tracked on a weekly basis in order to monitor expenditures against budget. If the budget will be exceeded prior to the end of the initial pilot period, the city reserves the right to terminate the program early. Such a result would mean that ridership exceeded expectations and would constitute a major success for the pilot project.
- Users must be 18 or older to participate. This is the minimum age to book either an Uber or Lyft.

