



Roll with US
(Uptown Shuttle)



Uptown Shuttle Update:

- Official Rollout Date – Tuesday December 26, 2023
- Public transportation using 5-passenger solar panel golf carts.
- Riders will be able to schedule a trip for **FREE** using **a smartphone app**. or QR Code and Link
- (www.columbusga.gov/metra/More/Roll-with-US)
- Service will cover from Bay Avenue to 1st Avenue and 9th Street to 14th Street.
- Hours of Operation: Mon-Thur (11am-8pm), Fri & Sat (10am-12am)
- Trips will be declined if outside of the jurisdiction.

Unique Themes for Each Tram

Art:



Chattahoochee River:



Music:



Wave at US!!!

- Customers can also Wave at US to hail a ride!
- Shuttle Drivers inform these types of customers how to download the link to register for the first time for future usage.
- The link is identified to these customers before the ride takes place and they are given a phone number to call in for service. (706) 225-4584.
- Parking Management works with Uptown to ensure knowledge of current events are communicated.
- Our drivers serve as ambassadors for the city and users look to them as a source of information.





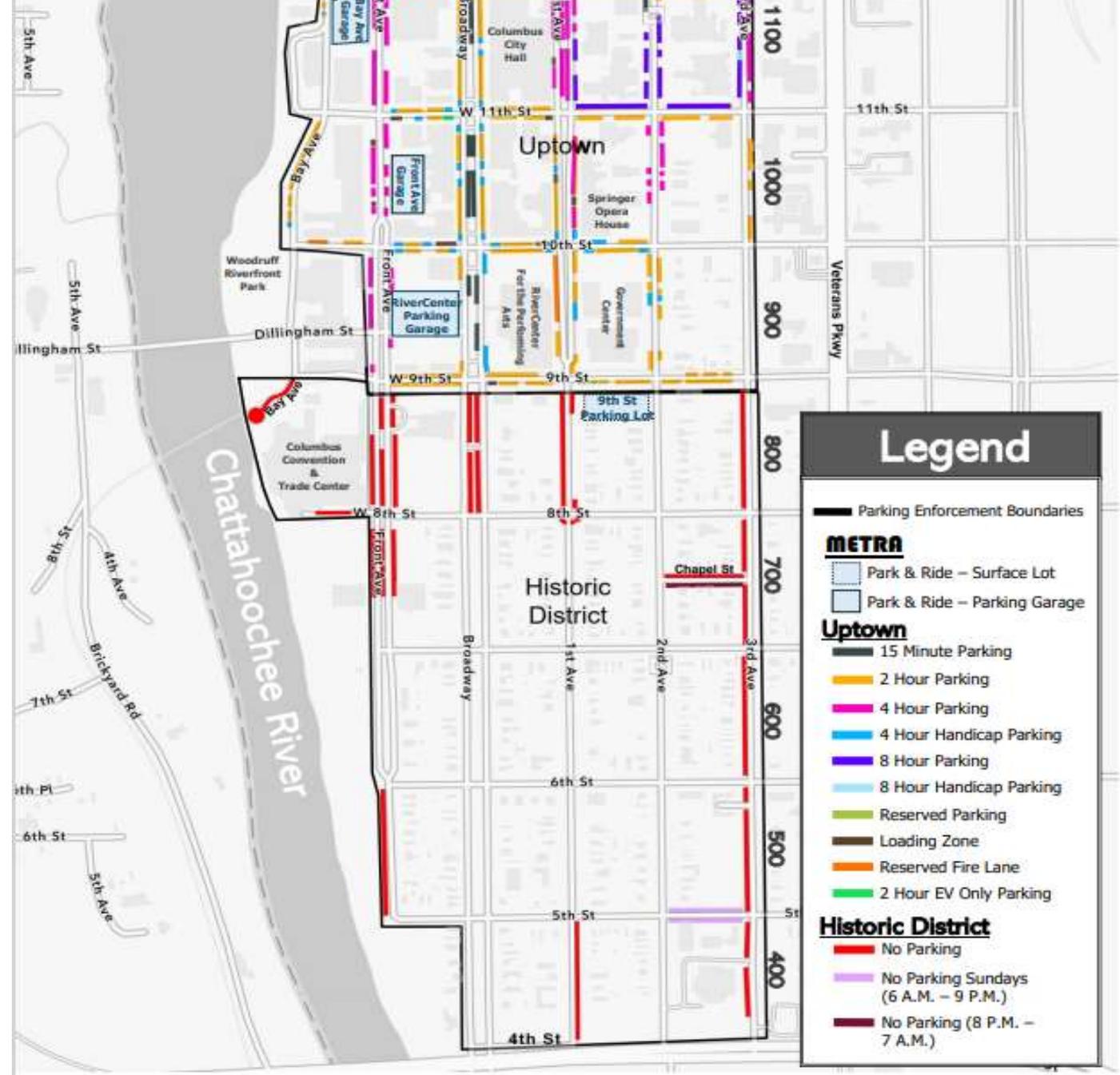
Scheduling via the Web:

- First come , First serve basis
 - First time applicants are required to complete a registration.
 - Trips are sent to the driver's tablet, and an email is sent to the user to confirm trip and ETA of arrival.
 - Directions are provided to the shuttle driver via an internal software maps identifying the point of pickup to delivery.
 - Will get as close to the described on-street pickup location.
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Service Area

-Bay Ave to 1st Ave
-9th St to 14th St.

We are considering looking to extend our boundaries, keeping safety first.



Roll With Us! 2025 Shuttle Overview

- Timeframe January – September
- Total Rides 3,629
- Avg Monthly – (403 Rides)
- Peak month – September (704 Rides)
- Lowest Month – January (199 Rides)

Scheduling: Web vs Hailed / Call-In Ridership

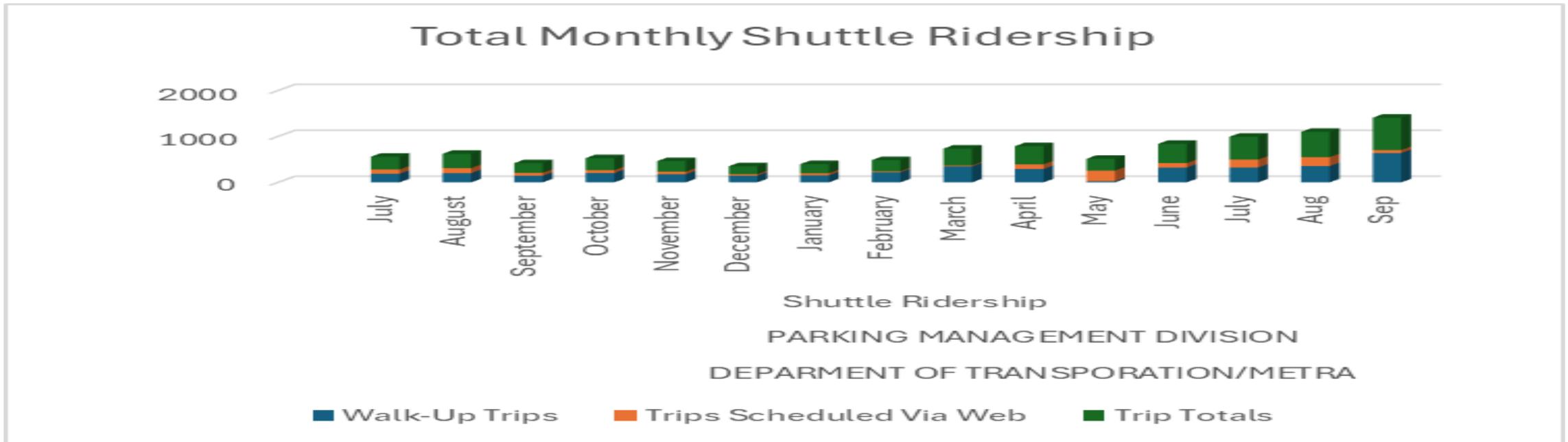


- Rides via Web (Jan – Sept): 967 (27%)
- Hailed / Call-in Rides: 2662 (73%)
- Trend:
 - Most call-in rides happened during earlier months
 - Web usage increased in June (322 web rides)
- Insight: Web adoption growing, but most passengers still prefer to call or hail a ride

Department of Transportation/METRA

Shuttle Ridership July '24 – Aug '25

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Walk up Trips	187	201	145	203	176	146	153	219	347	291	25	322	323	356	640
Scheduled via Web	93	110	64	61	56	30	46	23	20	103	232	97	174	194	64
Trip Total	280	311	209	264	232	176	199	242	367	394	257	419	497	550	704





Questions?