



MEDIA RELEASE

UNDER STRICT EMBARGO UNTIL 12:01am MONDAY 10 OCTOBER 2016

FOR IMMEDIATE RELEASE

10 October 2016

TIME FOR MEASURED IMPROVEMENTS IN AUSTRALIA'S MAJOR CITIES: UBER AND IPA

The IPA Transport Metric – released by [Uber](#) and [Infrastructure Partnerships Australia](#) today, demonstrates that the right type of data can help build smarter cities.

“The IPA Transport Metric shows that the future is here and that we can already use available information to make better infrastructure and urban planning decisions,” said IPA Chief Executive Brendan Lyon.

“Through the data provided by Uber this new tool measures what we get out of the transport system, not just what we put in.

“We invest tens of billions every year in transport, but until now ways of measuring actual performance over a whole city has been either prohibitively expensive or practically impossible.

“Using Uber’s aggregated trip data gives us a detailed picture of how the road network works within our four biggest cities, changing the discussion from a tally of new project needs to a better discussion about what’s needed to make the system work better.”

Uber’s General Manager Australia and New Zealand, David Rohrsheim offered:

“We’re working to create more liveable cities by making it easier for more people to get around without having to get behind the wheel.

“As ridesharing has grown across Australia during the past few years, we’re excited to see how sharing high level data and trends with governments can help show how cities move over time.

“We trust the introduction of the IPA Transport Metric will provide some valuable insights for government and industry and contribute to the debate around important city-shaping infrastructure and planning decisions across the country.”

< ENDS >

Media contacts:

IPA - Sarah Dagg 0438 380 464

Uber - Mike Scott 0437 743 001