## **CALIFORNIA PUBLIC UTILITIES COMMISSION**

## **Consumer Protection and Enforcement Division**

## **Advice Letter Summary Form**

| TNC & AL FILER INFORMATION  |   |  |  |  |
|---|---|--|--|--|
| Date of Submission:   |   | Date of S                              | Service:   |  |
| TNC Name:   |   | PSG #:                                 |  |  |
| DBA Name:   |   |  |  |  |
| Address:  |   |  |  |  |
| City: State:  |   | ZIP Co                                 | ode:   | -  |
| Filer's Name:   |   |  |  |  |
| Filer's Email:  |   | Filer's                                | s Phone:   |  |
| AL INFORMATION  |   |  |  |  |
| Advice Letter #:  | AL Type:  | Offset                                 | Retroactive  | Exemption  |
| Geographic Area(s):   |   |  |  | ·  |
|   |   |  |  |  |
|   |   |  |  |  |
| Offset/Retroactive Amount:  | Quarter:  |  | Year:  |  |
| Documents Included: ☐Cover letter ☐Service List   | ☐Training   | Declarati                              | on $\square$ Market                                    | ing Materials                                    |
| ☐ Signed Accounting of Funds  | ☐ Inspection                                      | Declaration                            | on 🗆 Data Re   | eports (Excel)                                   |
| Reason (if not all document boxes above are marked):  |   |  |  |  |
| SUBMISSION INFORMATION  |   |  |  |  |
| Combine (in this order) AL summary form, cover letter training declaration, TNC vehicle inspection declaration Signed Claim form (if necessary) into a single PDF file. Excel file. A complete advice letter submission will compackets. Submit via email the advice letter with two at R.19-02-012 service list. | on, Signed Acc<br>The complete<br>nsist of only t | ounting or<br>ed data re<br>two attach | f Funds Expende<br>ports must be in<br>nments: the PDF | e <mark>d, and</mark><br>a a single<br>and Excel |
| The cut off time to be considered filed the same day as submitted after 5:00 PM or on a non-business day will   |   |  | •  | •  |
| FOR CPUC U  | USE ONLY  |  |  |  |
|   | 30-Day Due D                                      | <br>Date:                              |  |  |
| ·   | Disposition:                                      |  |  |  |

AL Effective Date:

Supervisor Review Date:

Approved Offset/Retroactive Amount:

Supervisor:



Uber Technologies, Inc. 1455 Market Street San Francisco, CA 94103 uber.com

April 15, 2020 Uber Technologies, Inc. PSG0038150 Advice Letter No. 1

California Public Utilities Commission Consumer Protection and Enforcement Division Transportation Licensing and Analysis Branch 505 Van Ness Avenue San Francisco, CA 94102

Re: Uber Technologies, Inc. - Advice Letter No. 1

## I. Purpose

Pursuant to Decision (D.) 20-03-007, Uber Technologies, Inc. (Uber) submits this Advice Letter No. 1 to request to retroactively offset, against previous quarterly Access Fund payments paid, by the amounts spent by Uber to improve wheelchair accessible vehicle (WAV) service in Quarter 3 of 2019. The requested effective date is May 15, 2020 (30 days from date of filing).

The offset amounts requested by geographic areas are as follows:

| County          | Expenditures (\$) |
|-----------------|-------------------|
| ALAMEDA         | \$ 404,323.10     |
| ALPINE          | \$ -              |
| AMADOR          | \$ -              |
| BUTTE           | \$ -              |
| CALAVERAS       | \$ -              |
| COLUSA          | \$ -              |
| CONTRA<br>COSTA | \$ 81,961.56      |
| DEL NORTE       | \$ -              |

| County            | Expenditures (\$) |
|-------------------|-------------------|
| ORANGE            | \$ 26,486.18      |
| PLACER            | \$ -              |
| PLUMAS            | \$ -              |
| RIVERSIDE         | \$ 413.42         |
| SACRAMENTO        | \$ 357.51         |
| SAN BENITO        | \$ -              |
| SAN<br>BERNARDINO | \$ -              |
| SAN DIEGO         | \$ 413.42         |

| EL DORADO   | \$ -            |
|-------------|-----------------|
| FRESNO      | \$ -            |
| GLENN       | \$ -            |
| HUMBOLDT    | \$ -            |
| IMPERIAL    | \$ -            |
| INYO        | \$ -            |
| KERN        | \$ -            |
| KINGS       | \$ -            |
| LAKE        | \$ -            |
| LASSEN      | \$ -            |
| LOS ANGELES | \$ 1,564,184.04 |
| MADERA      | \$ -            |
| MARIN       | \$ 715.03       |
| MARIPOSA    | \$ -            |
| MENDOCINO   | \$ -            |
| MERCED      | \$ -            |
| MODOC       | \$ -            |
| MONO        | \$ -            |
| MONTEREY    | \$ -            |
| NAPA        | \$ 357.51       |
| NEVADA      | \$ -            |
| Subtotal    | \$ 2,051,541.24 |

| SAN FRANCISCO      | \$ 350,180.31 |
|--------------------|---------------|
| SAN JOAQUIN        | \$ 357.51     |
| SAN LUIS<br>OBISPO | \$ -          |
| SAN MATEO          | \$ 104,108.92 |
| SANTA<br>BARBARA   | \$ -          |
| SANTA CLARA        | \$ 271,638.32 |
| SANTA CRUZ         | \$ -          |
| SHASTA             | \$ -          |
| SIERRA             | \$ -          |
| SISKIYOU           | \$ -          |
| SOLANO             | \$ -          |
| SONOMA             | \$ -          |
| STANISLAUS         | \$ -          |
| SUTTER             | \$ -          |
| ТЕНАМА             | \$ -          |
| TRINITY            | \$ -          |
| TULARE             | \$ -          |
| TUOLUMNE           | \$ -          |
| VENTURA            | \$ 1,240.27   |
| YOLO               | \$ -          |
| YUBA               | \$ -          |
| Subtotal           | \$ 755,195.86 |

**Total Offset** \$ 2,806,737.10

## II. Background

In 2018, Senate Bill (SB) 1376, the "TNC Access for All Act," was enacted by the California Legislature. Public Utilities (Pub. Util.) Code § 5440.5 establishes a framework wherein Transportation Network Companies (TNCs) are permitted to offset against quarterly Access Fund payments for amounts spent by the TNC during the quarter to improve WAV service.<sup>2</sup>

Uber recognizes its unique position as a TNC to enable increased access to third-party WAVs<sup>3</sup> available for request via its online-enabled application, and appreciates the opportunity to submit this retroactive offset request advice letter.

#### III. Accessibility at Uber

As the first TNC in California to address WAV challenges on a wide-spread basis, Uber understands the hurdles associated with enabling increased access to WAVs on its platform. Uber's technology is helping to increase mobility and independence for riders with disabilities, with features and capabilities like:

<u>Cashless payments</u>: Uber's cashless payment option simplifies the payment process, reducing the need for riders to worry about counting out cash or exchanging bills with a driver.

On-demand transportation: The Uber app makes it easier for riders with disabilities to get from A to B at the touch of a button. They no longer have to arrange rides through a dispatcher or resort to other, less convenient, means of finding a ride.

<u>Upfront pricing</u>: Uber uses upfront pricing to let riders know the cost of their trip before they request a ride. This gives them peace of mind and helps eliminate the risk of fraud.

<u>Agreements and policies</u>: Driver agreements, Uber's Community Guidelines, Uber's Service Animal Policy, and Uber's Non-Discrimination Policy confirm that drivers must comply with all applicable laws, including, for example, those relating to their transportation of riders' service animals.

<u>Riders who are blind or low-vision</u>: With iOS VoiceOver, Android TalkBack, and wireless Braille display compatibility, the Uber app makes it easier for riders who are blind or low-vision to get where they need to go.

Riders who are deaf or hard of hearing: Audio isn't needed for full functionality of the Uber app. Assistive technology such as visible and vibrating alerts can help riders who are deaf or hard of hearing use the Uber app easily, and in-app features, such as the ability to enter a destination, can facilitate non-verbal communication between the rider and driver.

<sup>&</sup>lt;sup>1</sup> S.B. 1376 ("SB 1376"), Cal. Legis. Serv. Ch. 701 (2018).; Pub. Util. Code § 5440.5.

<sup>&</sup>lt;sup>2</sup> D-20-03-007, Decision on Track 2 Issues: Offsets, Exceptions and Access Provider Disbursements ("D-20-03-007"), March 19, 2020.; Pub. Util. Code § 5440.5(a)(1)(B)(ii).

<sup>&</sup>lt;sup>3</sup> Pub. Util. Code § 5431.5(b) ("'Wheelchair accessible vehicle' or 'WAV' means a vehicle equipped with a ramp or lift capable of transporting nonfolding motorized wheelchairs, mobility scooters, or other mobility devices.").

<u>Share your ETA and location</u>: Riders can easily share their ride details, including the specific route and estimated time of arrival, with loved ones for extra peace of mind. Friends or family members will receive a link where they can see the driver's name, photo, and vehicle information, and track where the rider is on the map in real time until they arrive at their destination—all without downloading the Uber app.

Uber's Advice Letter 1 contains information pertaining to Quarter 3, 2019, WAV services, and should serve as a baseline from which to gauge subsequent Advice Letters. Given that Quarter 3, 2019 is the first quarter that the Commission will consider WAV services enabled by TNCs, the data produced herein should not be compared to any previous quarter and should be evaluated accordingly.

While evaluating a TNC's efforts to increase access to third-party WAVs, Uber requests, at a minimum, the following be taken into consideration: compared to standard vehicles, WAVs have higher purchase prices; higher operating and maintenance costs; higher fuel costs; and higher insurance costs. Additionally, demand for WAV trips is extremely low, representing a very small fraction (less than 1%) of overall TNC demand.

Historically, Uber relied on individuals using their own WAVs to provide WAV services on the Uber platform. However, after observing the trends with individual-WAV ownership, Uber determined there were not enough individual WAV owners willing to make their WAVs available via the Uber app to service the public's demand, especially when geographic and temporal factors were taken into account.

Thus, Uber has invested significant capital to increase access to WAV service throughout California by partnering with third-party WAV providers. For example, in Quarter 3 of 2019 Uber spent <-Begin Confidential>> <-End Confidential>> on payments to third-party partners with WAVs. Further, Uber is investing heavily to keep WAV trips priced the same as a similar UberX trip, and to support this program as it grows and scales. Uber requests the Commission evaluate the supporting documentation provided in light of the amount spent to enable WAV service.

Uber has partnered with MV Transportation, Inc. (MV Transportation), a national transportation provider, to enable their fleet of drivers and WAV vehicles to be available for request via the Uber app. MV Transportation is a leader in providing specialized on-demand accessible transportation for people with disabilities and seniors, serving over 110 million passengers each year across 30 U.S. states and Canada. All WAVs added to the Uber platform by MV Transportation are owned by MV Transportation and operated by their drivers, all of whom have been trained in safe wheelchair securement.

Uber continues to explore ways to enable increased access for persons with disabilities, and is committed to working with the Commission and interested stakeholders on this important issue.

Uber provides the following supporting information in accordance with the templates provided by the Commission on April 3, 2020: "38150 Uber Technologies, Inc. AL 1 Data" and Attachments A - B. The supporting documents represent information required pursuant to D.20-03-007 and a Confidentiality Declaration.

#### 1. Number of WAVs in Operation

Data on the number of WAVs in operation throughout California, in Quarter 3 of 2019, is provided in the tab "WAVs in Operation." Per the template provided by the Commission, the data is aggregated by hour of the day and day of the week. As demonstrated by the data, each month drivers are providing thousands of hours of WAV service throughout California. Uber continues to invest to increase the presence and availability of WAVs through strategic partnerships and incentives.

## 2. Number and Percentage of WAV Trips

Data provided on the number and percentage of WAV trips throughout California, in Quarter 3 of 2019, is provided in tabs "WAV Trips Completed" through "%WAV Trips Cancelled Driver" and includes data on trips completed, not accepted, cancelled by passenger, and cancelled by driver, aggregated by the hour of the day and day of the week.

Uber cannot provide information regarding the number of WAV trips cancelled due to passenger "no-shows" because there is insufficient reliable data to report. Attempting to collect data reflecting whether or not the reason for a cancellation is tied to a passenger not showing up would be susceptible to bias and other design issues, which would result in incomplete and inaccurate data collection. For those same reasons, a portion of driver cancellations may be due to rider "no-shows," yet Uber cannot reasonably ascertain which portion of driver initiated cancellations this would account for.

Notably, it is difficult to evaluate trends during this nascent stage of the WAV program, and some WAV trip percentages may not be meaningful. Given the very low demand and trip numbers and minimal amounts of data available in the early stages of this program variances in the data may appear exaggerated, and true improvement may be difficult to assess. Additionally, the number and percentage of WAV trips can be impacted by the geographical distribution of WAV trip requests.

When analyzing trip data, it is critical to acknowledge that riders often submit multiple trip requests prior to taking a WAV trip. This may occur because an initial trip request is not matched with a driver, the rider cancels or modifies an initial trip request, or the rider requests multiple times, hoping to find a closer vehicle. A subsequent completed non-WAV trip might also indicate that the prior WAV request was possibly made in error.

## 3. Completed WAV Trip Request Response Times

Data provided for response times for completed WAV Trips by Decile, including Periods A and B, is provided in the tab "Retroactive Response Time Final."

Uber urges the Commission to take into consideration numerous factors when evaluating response times. For instance, in this specific Advice Letter request, there is no prior data to compare response times to, so response times in this instance should be considered a baseline. The fact that WAVs are servicing trips in a reasonable time should weigh considerably in the evaluation. In future quarters, improved service levels can be demonstrated by sustaining response times and expanding service through an increasing number of WAV trips, or providing service in previously unserved or underserved counties. Expanding service areas may increase overall response times as riders further away from dense urban cores are able to receive service. We caution the Commission against only using response time improvements to measure success, as progressively shorter response times may disincentivize expansion of WAV service to these unserved or underserved communities.

Additionally, improvements to service levels can be interpreted in a multitude of ways, beyond pure response times. Reduced numbers of complaints may indicate that service is improving. Steady response times during periods of increased WAV availability and trips may also indicate improvements in service. At the same time, response times may vary due to factors such as seasonality, local or widespread emergencies (e.g., the COVID-19 (Novel Coronavirus) pandemic), overall traffic patterns (e.g., rush hour), and implementation of any new outreach and service efforts. It is difficult to evaluate trends during this nascent stage of the WAV program. Given the very low demand, trip numbers and minimal amounts of data available in the early stages of this program variances in the data may appear exaggerated, and true improvement may be difficult to assess

In accordance with Pub. Util. Code § 5440.5, offset requests should be evaluated in light of "reasonable response times." When analyzing the information presented for a certain county, the data should be considered holistically, as each piece of data is part of an overall picture of the county and California-wide service. The benchmarks used to evaluate response times can affect what appears as "reasonable," for instance, San Francisco and Santa Clara counties' response times exceed future benchmarks (for Q2 2020, per D.20-03-007).

Regarding the benchmarks set in relation to the retroactive offsets at issue here, data provided in the Commission-issued templates shows that in Los Angeles county the presence and availability of WAVs on the Uber platform has increased from Quarter 3, 2019, to Quarter 4, 2019, and Quarter 1, 2020. Response times are also improving, but when metrics such as "completion rate" are decreasing, a multitude of factors should be considered, such as: Los Angeles traffic patterns, and/or the size and spread of the county. Although there are a relatively low number of overall WAV trip requests in Los Angeles county, the broad geographic distribution of WAV requests

across such a large service area makes it challenging for drivers to cover the full service area and service all of the trips.

## 4. Evidence of Outreach Efforts

Information on outreach efforts is provided in the tab "Outreach Efforts," and related substantive materials are attached to this Advice Letter filing as Attachment B.

Uber began several outreach efforts prior to the official start date of Quarter 3, due to the establishment of a WAV program prior to that date. Materials are provided herein for Commission review.

#### 5. Complaints

Information is provided regarding complaints related to WAV services for each geographic area in the tab "Complaints." In an effort to be comprehensive, some complaint information included may represent a situation unrelated to the actual quality of WAV service provided, such as inquiries regarding lost items and account or payment questions.

## 6. Accounting of Funds Expended

An accounting of funds expended in Quarter 3 of 2019 is included in the tab "Funds Expended," along with a certification sheet in tab "Funds Expended Certification."

As indicated in the supporting documentation provided, Uber is investing a significant amount of money to enable increased access to WAVs. It is more expensive to maintain and incentivize WAV trips over UberX trips, yet Uber strives to keep WAV trips priced the same as a similar UberX trip. In order to do that, Uber must offer substantial incentives to drivers to make it financially viable for them to operate their WAVs on the Uber platform, given the substantially higher acquisition, operating and maintenance costs these drivers incur. To provide for those incentives and support the WAV program, Uber makes significant investments, as represented in columns Q-BD within the "Funds Expended" template. The amount Uber is investing on a per-trip basis is substantially more than the revenues generated from WAV trips. Simply, the millions of dollars Uber has demonstrated it invests, is purely to achieve an end goal of enabling access to more WAVs.

## 7. Certification of WAV Driver Training

Pursuant to D.20-03-007, this certification is not required for a retroactive offset advice letter.

## 8. WAV Driver Programs Used and Number of WAV Drivers That Completed the Training

Pursuant to D.20-03-007, this information is not required for a retroactive offset advice letter.

## 9. <u>Certification That All WAVs Operating On Its Platform Have Been Inspected</u> and Approved to Conform with Americans with Disabilities Act (ADA) <u>Accessibility Specifications</u>

Pursuant to D.20-03-007, this certification is not required for a retroactive offset advice letter.

## IV. Confidentiality

Uber requests that its confidential information contained within this Advice Letter and supporting data worksheets within "38150 Uber Technologies, Inc. AL 1 Data" be kept confidential pursuant to the attached Declaration of Confidentiality (Attachment A), General Order 96-B, Section 10.3. Accordingly, Uber requests this information be kept confidential and that it be notified if any party seeks disclosure of this confidential information from the Commission.

\* \* \* \* \* \* \* \* \* \* \*

In compliance with General Order 96-B, we served a copy of this advice letter via email upon the parties identified on the attached R.19-02-012 service list on April 15, 2020. If there are any questions regarding this advice letter, please contact Shivani Sidhar at westregs@uber.com.

Any Party can protest or respond to this advice letter by sending a written protest or response via email to CPED at TNCAccess@cpuc.ca.gov. If submitting a protest, the protest must set forth the specific grounds on which it is based, including supporting information or legal arguments. A protest or response to the advice letter must be submitted to CPED within twenty (20) days of the date the advice letter was filed and must be served on the TNC on the same day.

Email a copy of the protest or response to this advice letter to Shivani Sidhar at westregs@uber.com.

To obtain information about the CPUC's procedures for advice letters and protests, visit CPUC's website at www.cpuc.ca.gov and look for links to General Order 96-B.

I HEREBY CERTIFY UNDER THE PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOLLOWING ATTACHMENTS HAS BEEN EXAMINED BY ME AND IS TRUE, CORRECT AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Respectfully submitted,

**Shivani Sidhar**Senior Counsel, Regulatory
Uber Technologies, Inc.

Attachments

#### ATTACHMENT A

# DECLARATION OF CONFIDENTIALITY PURSUANT TO GENERAL ORDER 96-B, SECTION 10.3(a-h) ON BEHALF OF UBER TECHNOLOGIES, INC. REGARDING ADVICE LETTER 1

- 1. I, Shivani Sidhar, in accordance with the requirements set forth in General Order 96-B, Section 10.3 (a-h), am submitting this declaration to assert that portions of the information contained in Uber Technologies, Inc.'s ("Uber") Advice Letter 1 and the below listed supporting documents (together, "Advice Letter 1 Submission") are confidential and should not be subject to public disclosure.
- 2. Uber's Advice Letter 1 Submission is being submitted by Uber to the California Public Utilities Commission ("CPUC") on April 15, 2020, pursuant to D.20-03-007. Confidential portions of Uber's Advice Letter 1 Submission are as follows:

#### a. Advice Letter 1 Cover Letter

The redacted portion of the Advice Letter 1 cover letter includes the cost of payments to third-party partners with WAVs. This figure is highly confidential and is both proprietary and commercially sensitive information that, if released by the Commission, could give Uber's competitors¹ an unfair business advantage. This figure identifies Uber's payments to third-party partners with WAVs in California for the third quarter of 2019. This figure is confidential pursuant to the California Public Records Act ("CPRA") under Gov't. Code § 6254(k), which protects "[r]ecords, the disclosure of which is exempted or prohibited pursuant to federal or state law…" from public disclosure.² The redacted figure represents pricing data and commercially sensitive information which is proprietary and not intended for public disclosure. Public disclosure would pose potential negative impacts and/or harm to Uber's WAV partners.

<sup>&</sup>lt;sup>1</sup> Competitors include all other transportation network companies (TNCs); whether operating in California and/or globally.

<sup>&</sup>lt;sup>2</sup> See e.g., Valley Bank of Nev. v. Superior Court, 15 Cal.3d 652, 658 (1975) (financial information is protected - especially of non-parties).

#### b. "38150 Uber Technologies, Inc. AL 1 Data" Worksheets

- "WAVs in Operation": Data including the number of WAVs in operation is confidential business sensitive information, the disclosure of which would reveal valuable information about product demand and operational capacity. This data contains economically valuable information which is not generally known to the public. Disclosure of this data may inhibit competition, and is thus against public interest. Competitors may be able to use this data to determine supply, demand, insight into resources, and gain an unfair competitive advantage. This information is to be treated confidential by law, as stated by California Public Records Act ("CPRA") under Gov't. Code § 6254(k), which protects "[r]ecords, the disclosure of which is exempted or prohibited pursuant to federal or state law..." from public disclosure.
- ii. **"WAV Trips Completed":** Data including the number of WAV trips completed is confidential business sensitive information, the disclosure of which would reveal valuable information about product demand and operational capacity. This data is also sensitive from a user privacy perspective because due to the low volume this data might be used to identify individual riders and drivers. This data contains economically valuable information which is not generally known to the public.<sup>6</sup>

  Disclosure of this data may inhibit competition, and is thus against public

<sup>&</sup>lt;sup>3</sup> See, e.g., Lion Raisins Inc. v. USDA, 354 F.3d 1072, 1080–81 (9th Cir 2004) (where information collected by agency would allow competitor to "infer critical information about its competitors' volume, market share, and marketing strategy," agency appropriately refused to produce in response to Freedom of Information Act request).

<sup>&</sup>lt;sup>4</sup> See e.g., United States v. Columbia Pictures Indus., Inc., 507 F. Supp. 412, 434 (S.D.N.Y. (1980) ("Far more important than the interests of either the defendants or the existing industry . . . is the public's interest in . . . the preservation of competition.").

<sup>&</sup>lt;sup>5</sup> See e.g., Morlife, Inc. v. Perry, 56 Cal. App. 4th 1514, 1520 (1997) (acknowledging that "preservation of our free market economic system is the concomitant right to have the ingenuity and industry one invests in the success of the business or occupation protected from the gratuitous use of that "sweat-of-the-brow" by others").

<sup>&</sup>lt;sup>6</sup> See, e.g., Lion Raisins Inc. v. USDA, 354 F.3d 1072, 1080–81 (9th Cir 2004) (where information collected by agency would allow competitor to "infer critical information about its competitors' volume, market share, and marketing strategy," agency appropriately refused to produce in response to Freedom of Information Act request).

interest.<sup>7</sup> Competitors may be able to use this data to determine supply and demand and gain an unfair competitive advantage.<sup>8</sup> This information is to be treated confidential by law, as stated by California Public Records Act ("CPRA") under Gov't. Code § 6254(k), which protects "[r]ecords, the disclosure of which is exempted or prohibited pursuant to federal or state law…" from public disclosure.

iii. **"WAV Trips Not Accepted":** Data including the number of WAV trips not accepted is confidential business sensitive information, the disclosure of which would reveal valuable information about product demand and operational capacity. This data is also sensitive from a user privacy perspective because due to the low volume this data might be used to identify individual riders and drivers. This data contains economically valuable information which is not generally known to the public. Disclosure of this data may inhibit competition, and is thus against public interest. Competitors may be able to use this data to determine supply and demand and gain an unfair competitive advantage. This information is to be treated confidential by law, as stated by California Public Records Act ("CPRA") under Gov't. Code § 6254(k), which protects "[r]ecords, the disclosure of which is exempted or prohibited pursuant to federal or state law..." from public disclosure.

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<sup>&</sup>lt;sup>7</sup> See e.g., United States v. Columbia Pictures Indus., Inc., 507 F. Supp. 412, 434 (S.D.N.Y. (1980) ("Far more important than the interests of either the defendants or the existing industry . . . is the public's interest in . . . the preservation of competition.").

<sup>&</sup>lt;sup>8</sup> See e.g., Morlife, Inc. v. Perry, 56 Cal. App. 4th 1514, 1520 (1997) (acknowledging that "preservation of our free market economic system is the concomitant right to have the ingenuity and industry one invests in the success of the business or occupation protected from the gratuitous use of that "sweat-of-the-brow" by others").

<sup>&</sup>lt;sup>9</sup> See, e.g., Lion Raisins Inc. v. USDA, 354 F.3d 1072, 1080–81 (9th Cir 2004) (where information collected by agency would allow competitor to "infer critical information about its competitors' volume, market share, and marketing strategy," agency appropriately refused to produce in response to Freedom of Information Act request).

<sup>&</sup>lt;sup>10</sup> See e.g., United States v. Columbia Pictures Indus., Inc., 507 F. Supp. 412, 434 (S.D.N.Y. (1980) ("Far more important than the interests of either the defendants or the existing industry . . . is the public's interest in . . . the preservation of competition.").

<sup>&</sup>lt;sup>11</sup> See e.g., Morlife, Inc. v. Perry, 56 Cal. App. 4th 1514, 1520 (1997) (acknowledging that "preservation of our free market economic system is the concomitant right to have the ingenuity and industry one invests in the success of the business or occupation protected from the gratuitous use of that "sweat-of-the-brow" by others").

"WAV Trips Cancelled Passenger": Data including the number of WAV trips cancelled by passengers is confidential business sensitive information, the disclosure of which would reveal valuable information about product demand and operational capacity. This data is also sensitive from a user privacy perspective because due to the low volume this data might be used to identify individual riders and drivers. This data contains economically valuable information which is not generally known to the public. Disclosure of this data may inhibit competition, and is thus against public interest. Competitors may be able to use this data to determine supply and demand and gain an unfair competitive advantage. This information is to be treated confidential by law, as stated by California Public Records Act ("CPRA") under Gov't. Code § 6254(k), which protects "[r]ecords, the disclosure of which is exempted or prohibited pursuant to federal or state law..." from public disclosure.

iv.

v. "WAV Trips Cancelled by Driver": Data including the number of WAV trips cancelled by drivers is confidential business sensitive information, the disclosure of which would reveal valuable information about product demand and operational capacity. This data is also sensitive from a user privacy perspective because due to the low volume this data might be used to identify individual riders and drivers. This data contains economically valuable information which is not generally known to the public. 15

Disclosure of this data may inhibit competition, and is thus against public

<sup>&</sup>lt;sup>12</sup> See, e.g., Lion Raisins Inc. v. USDA, 354 F.3d 1072, 1080–81 (9th Cir 2004) (where information collected by agency would allow competitor to "infer critical information about its competitors' volume, market share, and marketing strategy," agency appropriately refused to produce in response to Freedom of Information Act request.).

<sup>&</sup>lt;sup>13</sup> See e.g., United States v. Columbia Pictures Indus., Inc., 507 F. Supp. 412, 434 (S.D.N.Y. (1980) ("Far more important than the interests of either the defendants or the existing industry . . . is the public's interest in . . . the preservation of competition.").

<sup>&</sup>lt;sup>14</sup> See e.g., Morlife, Inc. v. Perry, 56 Cal. App. 4th 1514, 1520 (1997) (acknowledging that "preservation of our free market economic system is the concomitant right to have the ingenuity and industry one invests in the success of the business or occupation protected from the gratuitous use of that "sweat-of-the-brow" by others").

<sup>&</sup>lt;sup>15</sup> See, e.g., Lion Raisins Inc. v. USDA, 354 F.3d 1072, 1080–81 (9th Cir 2004) (where information collected by agency would allow competitor to "infer critical information about its competitors' volume, market share, and marketing strategy," agency appropriately refused to produce in response to Freedom of Information Act request).

interest. <sup>16</sup> Competitors may be able to use this data to determine supply and demand and gain an unfair competitive advantage. <sup>17</sup> This information is to be treated confidential by law, as stated by California Public Records Act ("CPRA") under Gov't. Code § 6254(k), which protects "[r]ecords, the disclosure of which is exempted or prohibited pursuant to federal or state law…" from public disclosure.

vi. "Retroactive Response Time Final": Data produced in relation to response times is confidential business sensitive information, the disclosure of which would reveal valuable information about product demand and operational capacity. This data contains economically valuable information which is not generally known to the public. <sup>18</sup>

Disclosure of this data may inhibit competition, and is thus against public interest. <sup>19</sup> Company findings are commercially-developed information that are proprietary, competitively-sensitive, and highly valuable to Uber and competitors. Competitors may be able to use this data to determine supply and demand and gain an unfair competitive advantage. <sup>20</sup> Disclosure of which would inhibit competition, and thus weigh against the public's interest. Furthermore, this data is considered highly sensitive business information that could be used to potentially predict future business models and/or products. Thus is protected by, Government Code Section

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<sup>&</sup>lt;sup>16</sup> See e.g., United States v. Columbia Pictures Indus., Inc., 507 F. Supp. 412, 434 (S.D.N.Y. (1980) ("Far more important than the interests of either the defendants or the existing industry . . . is the public's interest in . . . the preservation of competition.").

<sup>&</sup>lt;sup>17</sup> See e.g., Morlife, Inc. v. Perry, 56 Cal. App. 4th 1514, 1520 (1997) (acknowledging that "preservation of our free market economic system is the concomitant right to have the ingenuity and industry one invests in the success of the business or occupation protected from the gratuitous use of that "sweat-of-the-brow" by others").

<sup>&</sup>lt;sup>18</sup> See e.g., Lion Raisins Inc. v. USDA, 354 F.3d 1072, 1080–81 (9th Cir 2004) (where information collected by agency would allow competitor to "infer critical information about its competitors' volume, market share, and marketing strategy," agency appropriately refused to produce in response to Freedom of Information Act request).

<sup>&</sup>lt;sup>19</sup> See e.g., United States v. Columbia Pictures Indus., Inc., 507 F. Supp. 412, 434 (S.D.N.Y. (1980) ("Far more important than the interests of either the defendants or the existing industry . . . is the public's interest in . . . the preservation of competition.").

<sup>&</sup>lt;sup>20</sup> See e.g., Morlife, Inc. v. Perry, 56 Cal. App. 4th 1514, 1520 (1997) (acknowledging that "preservation of our free market economic system is the concomitant right to have the ingenuity and industry one invests in the success of the business or occupation protected from the gratuitous use of that "sweat-of-the-brow" by others").

6254(k); Cal. Evid. Code § 1060; and Cal. Civ. Code § 3426.1(d) (Uniform Trade Secrets Act).

vii "Funds Expended": The redacted figures show the amounts, broken down by cost category, that Uber has invested to increase access to WAV service throughout California during or before the Quarter 3 of 2019. The figures contained herein are highly confidential and contain trade secrets, proprietary and commercially sensitive information that, if released by the Commission, could give Uber's competitors an unfair business advantage. These figures identify the granularity of Uber's expenditure amounts which would allow competitors and potential competitors to understand Uber's operational capacity and could be used to target business opportunities that negatively impact Uber. These figures are confidential trade secrets pursuant to 18 U.S.C. § 1832 and Cal. Civil Code § 3426 et seq., thus prohibited from public disclosure in conformance with Government Code Section 6254(k). Further, the data contained within this spreadsheet is economically valuable information that is not generally known to the public and particularly valuable during early stage development of a program.<sup>21</sup> Disclosure would give competitors a "free ride" on investments, resources, expenses and efforts. Uber has expended significant capital to develop a first-of-its kind WAV program including, but not limited to, establishing the technology, logic, and systems to suit this nascent WAV program.

viii. **"Funds Expended Certification":** This Certification shows the amounts, broken down by cost category, that Uber has invested to increase access to WAV service throughout California during or before the Quarter 3 of 2019. The figures contained herein are highly confidential and contain trade secrets, proprietary and commercially sensitive information that, if released by the Commission, could give Uber's competitors an unfair business advantage. These figures identify the granularity of Uber's

<sup>&</sup>lt;sup>21</sup> See, e.g., Lion Raisins Inc. v. USDA, 354 F.3d 1072, 1080–81 (9th Cir 2004) (where information collected by agency would allow competitor to "infer critical information about its competitors' volume, market share, and marketing strategy," agency appropriately refused to produce in response to Freedom of Information Act request).

expenditure amounts which would allow competitors and potential competitors to understand Uber's operational capacity and could be used to target business opportunities that negatively impact Uber. These figures are confidential trade secrets pursuant to 18 U.S.C. § 1832 and Cal. Civil Code § 3426 et seq., thus prohibited from public disclosure in conformance with Government Code Section 6254(k). Further, the data contained within this spreadsheet is economically valuable information that is not generally known to the public and particularly valuable during early stage development of a program.<sup>22</sup> Disclosure would give competitors a "free ride" on investments, resources, expenses and efforts. Uber has expended significant capital to develop a first-of-its kind WAV program including, but not limited to, establishing the technology, logic, and systems to suit this nascent WAV program.

- 3. Additionally information within the Worksheets named in Section b of the Advice Letter 1 Submission reveals proprietary internal formulas, methods, salaries, techniques, investments, and tools. Uber contributed and invested extensive time, effort, and resources into developing its WAV program and has taken all reasonable efforts to maintain the secrecy of Uber-specific processes and tools. Therefore, this information is also protected by Cal. Evid. Code § 1060 ("the owner of a trade secret has a privilege to refuse to disclose the secret, and to prevent another from disclosing it"). Cal. Evid. Code § 1060 is incorporated into the CPRA via Gov't. Code § 6254(k), which protects "[r]ecords, the disclosure of which is exempted or prohibited pursuant to federal or state law, including, but not limited to, provisions of the Evidence Code relating to privilege" from public disclosure.
- 4. To the extent possible, portions of the supporting documentation have been marked confidential through a stamped header.
- 5. Given the nascent stage of Uber's WAV program and the accompanying risks associated with intentional or unintentional disclosure of proprietary information, the information referenced herein should be held confidential for an indefinite period of time.
- 6. Portions of the Advice Letter 1 Submission are redacted and labeled "CONFIDENTIAL" and Uber asks that they be treated as such. As required under General Order 96-B, Section 10.3(a)(iii), the un-redacted information contained in the Advice Letter 1 Submission will be

<sup>&</sup>lt;sup>22</sup> *Id*.

made available to those who execute a nondisclosure agreement. As required under General Order 96-B, Section 10.3(a)(iv), persons to contact regarding the potential release of information by the Commission are as follows: (1) Lisa Tse (regulatory@uber.com and ltse@uber.com); (2) Shivani Sidhar (ssidhar@uber.com); or (3) Jane Lee (jylee@uber.com).

Respectfully submitted,

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(Required when receiving payment from the State of California in lieu of IRS W-9 or W-7)

STD 204 (Rev. 5/2018)

| 1                               | INSTRUCTIONS: Type or print the in agency (department/office) address: processing payments. Information provided in this form will be page for more information and Privacy NOTE: Governmental entities, i.e. fed | shown in<br>e used b<br>/ Stateme | Box 6. Prompt re<br>y California state<br>ent. | eturn of t              | his <b>fully c</b><br>to prepar | omplet<br>e Inform | ed for    | m will p<br>Returns | revent de                   | elays when<br>99). See next |
|---------------------------------|---|-----------------------------------|--|-------------------------|---------------------------------|--------------------|-----------|---------------------|-----------------------------|-----------------------------|
| 2                               | BUSINESS NAME (As shown on your income tax re<br>Uber Technologies, Inc.  | eturn)                            |  |                         |                                 |                    |           |                     |                             |                             |
|                                 | SOLE PROPRIETOR, SINGLE MEMBER LLC, INDIVIDUAL (Name as shown on SSN or ITIN) Last, First, MI WestRegs@uber.com   |                                   |  |                         |                                 |                    |           |                     |                             |                             |
|                                 | MAILING ADDRESSBUSINESS ADDRESS1455 Market St., 4th Floor1455 Market St., 4th Floor   |                                   |  |                         |                                 |                    |           |                     |                             |                             |
|                                 | CITY<br>San Francisco   | <b>STATE</b><br>CA                | <b>ZIP CODE</b> 94103                          | <b>CITY</b><br>San Frai | ncisco                          |                    |           |                     | <b>STATE</b><br>CA          | <b>ZIP CODE</b> 94103       |
| 3                               | ENTER FEDERAL EMPLOYER IDENT  | IFICATIO                          | N NUMBER (FEIN):                               | 4 5                     | 5 + 2                           | 6 4                | 7         | 4 4                 | 1 1                         | NOTE:<br>Payment will not   |
| PAYEE                           | PARTNERSHIP   | С                                 | ORPORATION:                                    | dentistry               | nsvchotherai                    | ny chiron          | ractic et | ·c )                |                             | be processed without an     |
| ENTITY<br>TYPE                  | ESTATE OR TRUST    LEGAL (e.g., attorney services)   taxpayer   |                                   |  |                         |                                 |                    |           |                     |                             |                             |
| CHECK<br>ONE BOX                |   |                                   |  |                         |                                 |                    |           |                     |                             |                             |
| ONLY                            |   |                                   |  |                         |                                 |                    |           |                     |                             |                             |
| <b>4</b> PAYEE RESIDENCY STATUS | PAYEE RESIDENCY CALIFORNIA NON RESIDENT (see next page for more information) - Payments to nonresidents for services may be subject to state income tax withholding.  No services performed in California.        |                                   |  |                         |                                 |                    |           |                     |                             |                             |
| 5                               | I hereby certify under penalty of p<br>Should my residency status chan  |                                   |  | •                       |                                 |                    | ment i    | is true a           | and corre                   | ect.                        |
|                                 | AUTHORIZED PAYEE REPRESENTATIVE Tom Maguire   | E'S NAME                          | (Type or Print)                                | <b>πτιε</b><br>Head of  | Central C                       | peratio            | ns        |                     | <b>EPHONE</b> (<br>) 572-52 | (include area code)<br>16   |
|                                 | SIGNATURE Thomas Mague  |                                   |  | DATE                    | 020                             |                    |           | L ADDR              |                             |                             |
|                                 | U   | re.                               |  | 04/15/2                 | <u> </u>                        |                    | westi     | regs@u              | ber.com                     |                             |
| _                               | Please return completed form to:  |                                   |  | 1                       |                                 |                    |           |                     |                             |                             |
| 6                               | DEPARTMENT/OFFICE Public Utilities Commission  UNIT/SECTION Fiscal Office   |                                   |  |                         |                                 |                    |           |                     |                             |                             |
|                                 | MAILING ADDRESSTELEPHONE (include area code)FAX505 Van Ness Avenue, 3rd Floor415-703-2400415-703-2261   |                                   |  |                         |                                 |                    |           |                     |                             |                             |
|                                 | <b>CITY</b><br>San Francisco  | <b>STATE</b><br>CA                | <b>ZIP CODE</b> 94102                          |                         | ADDRESS<br>ong@cpu              | c.ca.go            | v         |                     |                             |                             |
|                                 |   |                                   |  |                         |                                 |                    |           |                     |                             |                             |

#### PAYEE DATA RECORD

(Required when receiving payment from the State of California in lieu of IRS W-9 or W-7) STD 204 (Rev. 5/2018)

1

#### Requirement to Complete the Payee Data Record, STD 204

A completed Payee Data Record, STD 204 form, is required for all payees (non-governmental entities or individuals) entering into a transaction that may lead to a payment from the state. Each state agency requires a completed, signed, and dated STD 204 on file; therefore, it is possible for you to receive this form from multiple state agencies with which you do business.

Payees who do not wish to complete the STD 204 may elect not to do business with the state. If the payee does not complete the STD 204 and the required payee data is not otherwise provided, payment may be reduced for federal and state backup withholding. Amounts reported on Information Returns (Form 1099) are in accordance with the Internal Revenue Code (IRC) and the California Revenue and Taxation Code (R&TC).

2

Enter the payee's legal business name. The name must match the name on the payee's tax return as filed with the federal Internal Revenue Service. Sole proprietorships and single member limited liability companies (LLCs) must also include the owner's full name. An individual must list his/her full name as shown on the SSN or as entered on the W-7 form for ITIN.

The mailing address should be the address at which the payee chooses to receive correspondence. The business address is the address of the business' physical location.

3

Check only **one** box that corresponds to the payee business type. Corporations must check the box that identifies the type of corporation.

The State of California requires that all parties entering into business transactions that may lead to payment(s) from the state provide their Taxpayer Identification Number (TIN). The TIN is required by the R&TC sections 18646 and 18661 to facilitate tax compliance enforcement activities and the preparation of Form 1099 and other information returns as required by the IRC section 6109(a) and R&TC section 18662 and its regulations.

Payees must provide **one** of the following TINs on this form: social security number (SSN), individual taxpayer identification number (ITIN), or federal employer identification number (FEIN). The TIN for sole proprietorships, single member LLC (disregarded entities), and individuals is the SSN or ITIN. Only partnerships, estates, trusts, corporations, and LLCs (taxed as partnerships or corporations) will enter their FEIN.

#### Are you a California resident or nonresident?

4

A corporation will be defined as a "resident" if it has a permanent place of business in California or is qualified through the Secretary of State to do business in California.

A partnership is considered a resident partnership if it has a permanent place of business in California. An estate is a resident if the decedent was a California resident at time of death. A trust is a resident if at least one trustee is a California resident.

For individuals and sole proprietors, the term "resident" includes every individual who is in California for other than a temporary or transitory purpose and any individual domiciled in California who is absent for a temporary or transitory purpose. Generally, an individual who comes to California for a purpose that will extend over a long or indefinite period will be considered a resident. However, an individual who comes to perform a particular contract of short duration will be considered a nonresident.

Payments to all nonresidents may be subject to withholding. Nonresident payees performing services in California or receiving rent, lease, or royalty payments from property (real or personal) located in California will have 7% of their total payments withheld for state income taxes. However, no withholding is required if total payments to the payee are \$1,500 or less for the calendar year.

For information on Nonresident Withholding, contact the Franchise Tax Board at the numbers listed below.

Withholding Services and Compliance Section: 1-888-792-4900 E-mail address: wscs.gen@ftb.ca.gov

For hearing impaired with TDD, call: 1-800-822-6268 Website: www.ftb.ca.gov

5

Provide the name, title, email address, signature, and telephone number of the individual completing this form. Provide the date the form was completed.

6

This section must be completed by the state agency requesting the STD 204.

#### **Privacy Statement**

Section 7(b) of the Privacy Act of 1974 (Public Law 93-579) requires that any federal, state, or local governmental agency, which requests an individual to disclose their social security account number, shall inform that individual whether that disclosure is mandatory or voluntary, by which statutory or other authority such number is solicited, and what uses will be made of it.

It is mandatory to furnish the information requested. Federal law requires that payment for which the requested information is not provided is subject to federal backup withholding and state law imposes noncompliance penalties of up to \$20,000.

You have the right to access records containing your personal information, such as your SSN. To exercise that right, please contact the business services unit or the accounts payable unit of the state agency(ies) with which you transact that business.

All questions should be referred to the requesting state agency listed on the bottom front of this form.

## PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

## TNC Access For All Fund Claim Form

Claim Period: Q3 2019 (July - September 2019)

Carrier Name: Uber Technologies, Inc.

PSG#: 0038150

| ALPINE<br>AMADOR<br>BUTTE | \$ 404,323.10<br>\$ -<br>\$ -<br>\$ -<br>\$ - |
|---------------------------|---|
| AMADOR<br>BUTTE           | \$ -<br>\$ -<br>\$ -                          |
| BUTTE                     | \$ -<br>\$ -                                  |
|                           | \$ -  |
| CALAVERAS                 |   |
| CHERTYER                  | \$ -  |
| COLUSA                    | Ψ   |
| CONTRA COSTA              | \$ 81,961.56                                  |
| DEL NORTE                 | \$ -  |
| EL DORADO                 | \$ -  |
|                           | \$ -  |
| GLENN                     | \$ -  |
| HUMBOLDT                  | \$ -  |
| IMPERIAL                  | \$ -  |
| INYO                      | \$ -  |
| KERN                      | \$ -  |
| KINGS                     | \$ -  |
| LAKE                      | \$ -  |
| LASSEN                    | \$ -  |
| LOS ANGELES               | \$ 1,564,184.04                               |
| MADERA                    | \$ -  |
| MARIN                     | \$ 715.03                                     |
| MARIPOSA                  | \$ -  |
| MENDOCINO                 | \$ -  |
| MERCED                    | \$ -  |
|                           | \$ -  |
|                           | \$ -  |
|                           | \$ -  |
|                           | \$ 357.51                                     |
|                           | \$ -  |
|                           |   |

| County          | <b>Expenditures (\$)</b> |
|-----------------|--------------------------|
| ORANGE          | \$<br>26,486.18          |
| PLACER          | \$<br>-                  |
| PLUMAS          | \$<br>-                  |
| RIVERSIDE       | \$<br>413.42             |
| SACRAMENTO      | \$<br>357.51             |
| SAN BENITO      | \$<br>-                  |
| SAN BERNARDING  | \$<br>-                  |
| SAN DIEGO       | \$<br>413.42             |
| SAN FRANCISCO   | \$<br>350,180.31         |
| SAN JOAQUIN     | \$<br>357.51             |
| SAN LUIS OBISPO | \$<br>-                  |
| SAN MATEO       | \$<br>104,108.92         |
| SANTA BARBARA   | \$<br>-                  |
| SANTA CLARA     | \$<br>271,638.32         |
| SANTA CRUZ      | \$<br>-                  |
| SHASTA          | \$<br>-                  |
| SIERRA          | \$<br>-                  |
| SISKIYOU        | \$<br>-                  |
| SOLANO          | \$<br>-                  |
| SONOMA          | \$<br>-                  |
| STANISLAUS      | \$<br>-                  |
| SUTTER          | \$<br>-                  |
| TEHAMA          | \$<br>-                  |
| TRINITY         | \$<br>-                  |
| TULARE          | \$<br>-                  |
| TUOLUMNE        | \$<br>-                  |
| VENTURA         | \$<br>1,240.27           |
| YOLO            | \$<br>-                  |
| YUBA            | \$<br>-                  |
| Subtotal        | \$<br>755,195.86         |

**Total Claim** \$ 2,806,737.10

I hereby certify under the penalty of perjury under the laws of the State of California that the foregoing has been examined by me and is true, correct and complete to the best of my knowledge and belief.

Signature:

Preparer: Uber Technologies, Inc.

Address: 1455 Market Street, 4th Floor, San Francisco, CA 94103

Title: Director, Central Operations

Date: April 15, 2020 Phone: (707) 572-5216 Email: WestRegs@uber.com

#### APPENDIX A

| APPENDIX A  Uber Technologies, Inc. Cost Summ                         | narv  |
|---|-------|
| Reporting Period Q3 2019  | iai y |
|   |       |
|   |       |
| Vehicle Costs   | \$ -  |
| Lease/Rental/Purchase Costs   | \$ -  |
| Rental Subsidies for Driver   | \$ -  |
| Inspections   | \$ -  |
| Maintenance, Service & Warranty                                       | \$ -  |
| Fuel Cost   | \$ -  |
| Cleaning Supplies/Services  | \$ -  |
| Other (Describe)  | \$ -  |
|   |       |
| Partnership Costs   |       |
| Transportation Service Partner Fees/Incentives and/or Management Fees |       |
| Vehicle Subsidies   |       |
| Consultants/Legal   |       |
| Other (Describe)  |       |
| Maykatalaga Casta   |       |
| Marketplace Costs   |       |
| Recruiting  |       |
| Driver Onboarding   |       |
| Training Costs  |       |
| Driver Incentives   |       |
| Promo Codes for WAV   |       |
| Other (Describe)  |       |
| Operational Costs   |       |
| Marketing Costs   |       |
| Technology Investments/Engineering Costs/Enhancements                 |       |
| Community Partnership/Engagement Costs                                |       |
| Rental Management   |       |
| Pilot Management  |       |
| Wages, Salaries and Benefits (non-maintenance personnel)              |       |
| Other (Driver & Rider Support)  |       |
| other (Sirver & mac. Support)   |       |
| Other (Describe)  | \$ -  |
| ,   |       |
|   |       |

I hereby certify under the penalty of perjury under the laws of the State of California that the foregoing cost summary has been examined by me and is true, correct and complete to the best of my knowledge and belief.

Preparer: Uber Technologies, Inc.

Total

Signature:

Address: 1455 Market Street, 4th Floor, San Francisco, CA 94103

Title: Director, Central Operations

Date: April 15, 2020 Phone: (707) 572-5216 Email: WestRegs@uber.com

#### ATTACHMENT B

## Uber Technologies, Inc.'s Outreach Materials Advice Letters 1 through 3 April 15, 2020

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#### Overview

Uber Technologies, Inc. ("Uber") began implementation of UberWAV as a pilot program in August 2018, eleven months prior to the California Public Utilities Commission administering the State program under the TNC Access for All Act (SB 1376). Uber has conducted an outreach program to build rider and stakeholder understanding of the UberWAV program, solicit feedback from riders and stakeholders and translate learnings into refinements and updates to benefit users.

Elements of UberWAV outreach have included a CEO-level communication as part of the initial public awareness effort; assignment of personnel with experience in partnership development with organizations that serve wheelchair riders; information provided in-language via the Uber app and in accessible formats; informational webpages; earned and social media; driver training and education via a third-party partner; and engagement with community stakeholders. Additionally, the UberWAV program conducted periodic reviews to assess learnings and develop process and product improvements based on feedback received via outreach. Finally, as the UberWAV program grows under the rules adopted in March 2020, Uber is expanding its outreach to include more community stakeholders and greater consultation with community groups, with an emphasis on vulnerable and disadvantaged populations.

#### **CEO-level Communications**

Public awareness efforts in support of the UberWAV program were initiated with a message from company CEO, Dara Khosrowshahi, announcing a partnership with MV Transportation, a national third-party transportation provider, deploying a fleet of drivers and hundreds of WAVs available via the Uber app in several cities, including Los Angeles County and the greater San Francisco Bay Area.<sup>2</sup> In March 2018, Uber sponsored the California Society for the Blind's annual gala, and an Uber representative spoke in multiple forums on Uber's support for SB 1376 and the expansion of UberWAV in California. The public awareness effort also included media relations, social media postings, rider outreach and stakeholder outreach.

<sup>&</sup>lt;sup>1</sup> S.B. 1376 ("SB 1376"), Cal. Legis. Serv. Ch. 701 (2018).; Pub. Util. Code § 5440.5.

<sup>&</sup>lt;sup>2</sup> "An Improved Experience for Riders in Wheelchairs," by Dara Khosrowshahi, (Nov. 20, 2018).

#### **Program Information and Partner Outreach**

Information about UberWAV has been disseminated via earned media, email communications, social media and outreach to accessibility groups. Qualified staff with expertise in disabled community engagement and partnership development was assigned to support this effort. Media efforts have secured coverage in California media outlets (e.g., San Francisco Chronicle and Los Angeles Times) and outlets focused on the accessibility community (e.g., Muscular Dystrophy News Today and Interactive Accessibility) in addition to national and technology-oriented media outlets.

Additionally, between July 2019 and March 2020, the UberWAV program contacted, consulted with or disseminated program information to 15 community advocates and stakeholders, including the Center for Independent Living, the Center for Accessible Technology and On Lok Lifeways. As part of outreach, Uber has requested feedback on outreach opportunities to reach disabled consumers and provided a California-specific instructional fact sheet on accessing UberWAV for these organizations to share with their constituents. The instructional fact sheet is Section 508 compliant and translations are now available in Spanish, simplified Chinese, Tagalog, and Vietnamese.

These efforts are supported by a dedicated webpage for UberWAV<sup>3</sup> and an accessibility webpage that provides updates on new products, features, and initiatives to improve the mobility and independence for riders with disabilities.<sup>4</sup> This digital information is available in four (4) languages and includes Frequently Asked Questions, tools for consumers and a step-by-step explanation of how to use the service.

In January 2020, the company provided sponsorship to the Center for Independent Living. In March 2020, Uber developed a list of more than 100 community groups and accessibility stakeholders to contact as UberWAV grows and scales. As part of expanded outreach in 2020, Uber has engaged an external consulting firm to identify community partners to provide feedback on Uber's outreach efforts and to distribute information about UberWAV to their constituents. Additionally, in March 2020, Uber began outreach to community-based organizations to assess specific mobility challenges posed by the COVID-19 pandemic and California shelter-in-place order to individuals who use wheelchairs. As part of that effort, six community stakeholders in the San Francisco Bay Area and Los Angeles County were contacted to assess these challenges.<sup>5</sup>

#### **Applying Rider and Stakeholder Feedback**

2

<sup>&</sup>lt;sup>3</sup> https://www.uber.com/us/en/ride/uberway/.

<sup>&</sup>lt;sup>4</sup> https://www.uber.com/us/en/about/accessibility/.

<sup>&</sup>lt;sup>5</sup> [Q1 2020], (Mar. 25-31, 2020).

On a periodic basis, the UberWAV program team met to assess learnings based on feedback received via outreach. Over the course of the program, an example of product or process improvements conducted as a result of passenger, driver and community stakeholder feedback including a strong preference for side-entry vehicles for safety and comfort reasons. The UberWAV program has also received feedback from riders and advocates that riders who use wheelchairs want the ability to schedule rides with UberWAV, and the development team is actively working to improve the reservations functionality for UberWAV.

#### **Outreach List**

#### **Public Agencies**

- 1. Access LA
- 2. AC Transit
- 3. Alameda County Transportation Commission
- 4. Bay Area Metro Center
- 5. City of Los Angeles
- 6. City of Oakland
- 7. City of San Diego
- 8. Los Angeles County Metropolitan Transportation Authority
- 9. Los Angeles Department of Disability
- 10. City and County of San Francisco
- 11. Marin Transit Authority
- 12. The San Diego Association of Governments
- 13. San Francisco Mayor's Office on Disability
- 14. San Francisco Municipal Transportation Agency
- 15. Solano Transportation Authority
- 16. The University of California, Berkeley

#### **Community Stakeholders**

- 1. American Association of People with Disabilities
- 2. The Center for Accessible Technology
- 3. The Center for Independent Living
- 4. Designing Accessible Communities
- 5. Disabled American Veterans of San Francisco
- 6. Disability Community Resource Center of Los Angeles
- 7. Disability Rights Education & Defense Fund
- 8. Disability Rights California
- 9. FACT Facilitating Access to Coordinated Transportation
- 10. Guernewood Neighborhood Association
- 11. Jewish Family Services of Los Angeles
- 12. On Lok Lifeways
- 13. Shaping Mobility
- 14. Stepping Thru Accessibility
- 15. World Institute on Disability
- 16. YMCA of San Francisco

#### **UberWAV Initial Public Awareness Activities**

us | Nov 20, 2018

An Improved Experience for Riders in Wheelchairs

— Written by Dara Khosrowshahi, CEO, Uber

#### **Examples**

- CEO communications
- Rider outreach
- Social media posts
- Earned media
- · Accessibility stakeholder outreach

#### **Placements Seen In**



The Washington Post





#### **Social Media Posts**



We want everyone to be able to get a ride with Uber. That's why we're investing in getting more wheelchair accessible vehicles on the road. Hear from our CEO @dkhos: ubr.to/uberway







We want to make accessibility a meaningful part of what we do. I'm proud we're taking this step to improve options for riders in wheelchairs.



Uber @ @Uber
We want everyone to be able to get a ride with Uber. That's why
we're investing in getting more wheelchair accessible vehicles on
the road. Hear from our CEO @dkhos: ubr.to/uberway

#### **UberWAV Public Information Materials - Digital Fact Sheet**





#### Affordable, On-Demand Rides in Wheelchair-Accessible Vehicles

#### Fast, flexible rides

When and where WAV is available, rides are requested on demand simply enter your destination and tap to request.

## Trips that fit your budget

WAV rides are priced the same as UberX rides.

## Specialized drivers to assist you

WAV drivers complete a certification course offered by a third party in safe wheelchair securement.

## **Follow UberWAV**

What is UberWAV? Website and FAQ (uber.com/ride/uberwav)

A Letter from our CEO on Improving Accessible Service
(https://ubr.to/uberwav)

## **UberWAV Public Information Materials - Webpage**

Uber Products Company Safety Help

#### ⊗ EN ≗ Login

ign up

## Accessibility at Uber

Our technology has transformed mobility for many people with disabilities, and we're committed to continuing to develop solutions that support everyone's ability to easily move around their communities.\*



Uber Products Company Safety Help COVID-19 resources

⊗ EN 💍 Login

Sign up

## WAV

WAV provides affordable rides in wheelchair-accessible vehicles, where available.

We're committed to developing solutions that support everyone's ability to easily move around their communities. Riders who use motorized wheelchairs or scooters can in certain cities\* request a ride in a wheelchair-accessible vehicle (WAV). WAV driverpartners are certified by a third party in safely driving and assisting people with disabilities.

sign up to ride

