

An aerial photograph of a city at sunset, showing various buildings, green spaces, and a river. The sky is a mix of orange, yellow, and blue. The city is densely packed with buildings of various heights and colors.

Uber

City of York Council
2024

Annex 6

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Agenda

- 01** UK Footprint
- 02** Uber Rider App
- 03** Safety Features
- 04** Driver and Vehicle Onboarding
- 05** Booking Records
- 06** Safety Complaints Process
- 07** Enhanced Pick up and Drop off
- 08** Law Enforcement Liaison
- 09** EV and Net Zero
- 10** Uber and GMB
- 11** Driving with Uber
- 12** Marketplace Health
- 13** New modalities

UK Footprint

Uber

61

Towns and Cities

100,000

Drivers

5m+

Active Riders

1B+

Completed Trips

£5bn

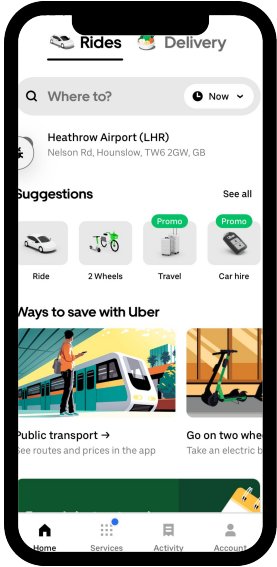
Economic activity unlocked
in the UK in 2022

£686m

Night time economy activity
enabled

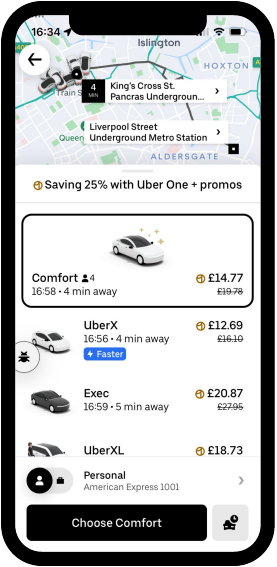
Uber Rider App

Open



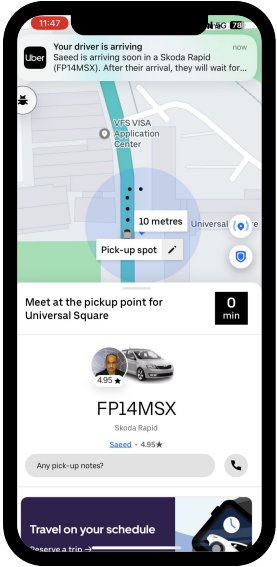
GPS identifies location and riders enter a destination.

Book



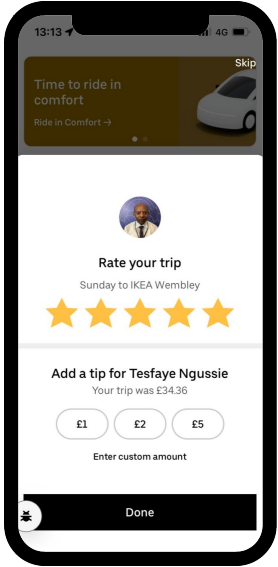
Riders see an upfront price (UPF) and click to book their ride.

Ride



Riders know exactly who is picking them up and what car they are in, and can track progress.

Rate



Provide feedback after every trip. Payment is made and an email receipt sent.

Safety Features

Before Trip



Drivers and vehicles are fully licensed



Technology-assisted checks to verify drivers identity



The rider knows the partner-driver is picking them up and can use PIN verification



Anonymised calls and chat between riders and drivers

During Trip



Uber tracks all trips on GPS to keep a record of the ride



Riders and Drivers can share their estimated time of arrival, which is tracked by a live GPS so loved ones can follow their route throughout the trip.



You can use the in-app emergency button to call the authorities. The app displays your location and trip details.



RideCheck can help detect if a trip has an unexpected long stop or a possible crash has occurred.

After Trip



1 - 5 star feedback rating on each trip

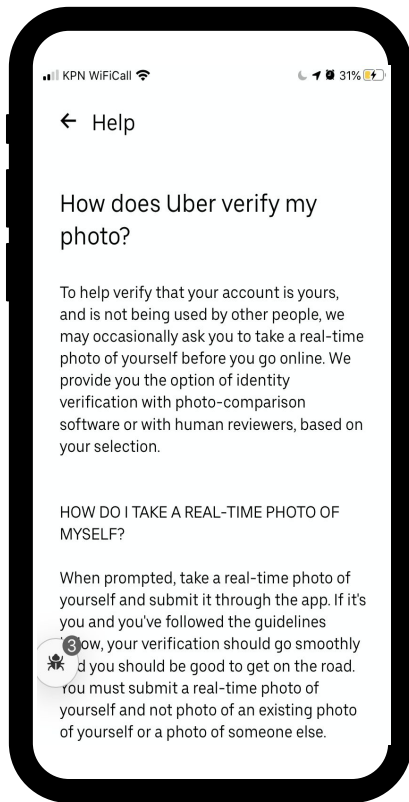
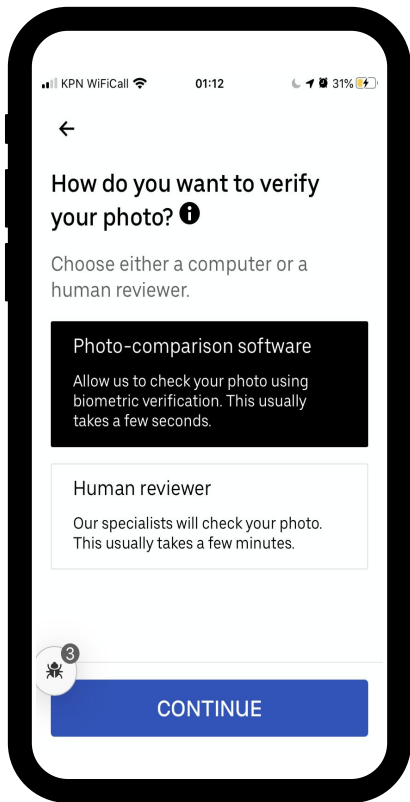
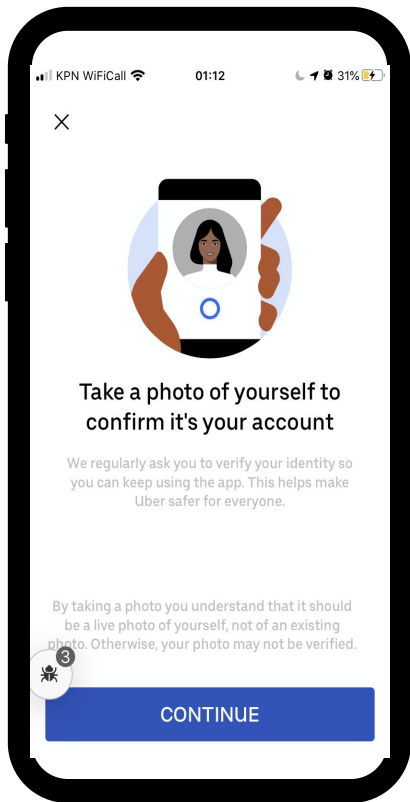
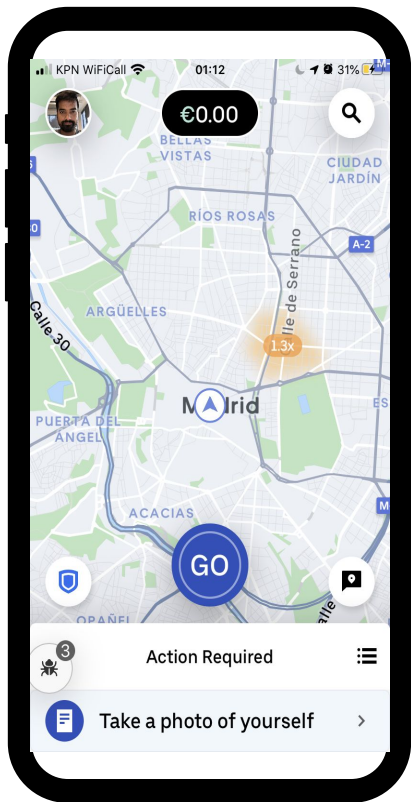


Fast response to issues and a rigorous approach to dealing with complaints



The system can prevent certain riders and drivers being matched on future bookings

Real Time Hybrid ID Check



Driver and Vehicle Onboarding

Greenlight Hubs

Uber currently has over 100,000 active drivers across the UK who have successfully completed our onboarding processes.

Our Greenlight Hubs have on average 14k individual interactions with drivers each month.

In Person ID Check

Drivers attend an in person ID check at one of our Greenlight Hubs. An Uber team member will take a photograph of the driver which then appears in the app.

Document Upload

Driver and vehicle documents are uploaded remotely by the driver via the Uber app. Information on the documents are transcribed into Uber systems. E.g. expiry dates.

Document Checking

Documents are then checked against template versions received from the Council to identify potential fraudulent documents. Through API integrations with certain insurance companies, vehicle insurance documents are then checked with the insurer for their validity. If a Public Register is provided by the Council then that is also checked.

Green Light

Drivers are only eligible for dispatch when all required documentation is approved/checked and the onboarding session is completed.

Booking Records

Every trip is logged in the Uber database, even if the trip is subsequently cancelled.

Trip information is immediately available in case of any incident. The trip log will show us:

- The exact route of the trip
- The timings of booking, arrival, trip commencing, trip ending
- Details of rider, driver and vehicle
- Price of trip
- Fare quote provided to the customer before the trip

Commercial in confidence

Dedicated 24/7 email

Dedicated 24/7
Regulatory Phone Line

In person inspections /
prints at licenced office

Safety Complaints Process

Intake	Triage	Reporting	Investigation	Outcome
<p>Riders can contact uber support via:</p> <ul style="list-style-type: none">-24/7 Phone line-In-app help centre-Web: help.uber.com <p>We also respond to complaints directed at us on social media</p>	<p>We automatically route complaints to the appropriate agent based on the type of complaint.</p> <p>If appropriate, we suspend users access to the app while we investigate.</p>	<p>In line with regulatory requirements, we will report specific complaints to the local authority.</p> <p>We also report complaints to the relevant police force, in line with our agreed police reporting processes.</p>	<p>As appropriate, our Support Agents will reach out to impacted parties to gain their perspective, as well as reviewing any applicable records.</p>	<p>Our Safety Liaison Officers will make an outcome determination on the case.</p> <p>All records retained inline with conditions.</p>

Enhanced Pick up and Drop off

Allows Uber to create geofences and set pick up and drop off points within a mapping tool.

Riders requesting a trip to or from a location within the geofence will be automatically routed to the set pick up or drop off point.

This tool is useful for:

- Large and complex venues like airports, football stadiums and racecourses
- Music festivals
- Pedestrianised Streets
- Hackney Ranks
- Railway Stations

Example: York City Centre. Pick up and drop off points outside of the new barrier entrances. The geofence is timed to turn on and off in sync with the new barriers.



Law Enforcement Liaison

As part of Uber's commitment to safety, we have a dedicated team that responds to requests for information from law enforcement and public health officials.

This support team is available everywhere we operate, 24 hours a day.

In line with Uber's Global Data Sharing Policy requests must be **legal, proportionate & necessary** and linked to an active investigation.

All requests are subject to a legality, proportionality & necessity (Privacy Focused) assessment.

A valid and sufficient legal process is required for disclosure of business records regarding customers or trips (IPA/MLAR/MLAT).

- Submit legal process
- Make emergency requests
- Request direct liaison
- Check ongoing requests
- Submit Common Law Police Disclosures

Video for more information: <https://youtu.be/gkibXTxwTP8>

The screenshot shows the Uber Public Safety Response Portal. At the top, there is a navigation bar with the Uber logo, "Legal guidelines", "Help", "English", and "Sign in/register". The main header features the text "Public safety response portal" next to a bell icon inside a circle. Below this, a section titled "Committed to public safety and data privacy" includes a paragraph: "As part of Uber's commitment to safety, we have a dedicated team that responds to requests for information from law enforcement and public health officials. This support is available everywhere we operate, 24 hours a day." A "Watch the video" button is positioned below the text. The bottom section, "Submit a request", lists "for the below businesses" and includes logos for Uber, Uber Eats, Postmates, and Uber Freight. Two request options are shown: "For law enforcement requests" with a police badge icon and "For public health requests" with a medical cross icon, both with right-pointing arrows.

Electrification and Net Zero

We're committed to changing the way the world moves forward. That's why we're aiming to be a zero-emission mobility platform across the UK by the end 2030.



Active EVs

13.5k Active EVs in October 2023. By the end of 2025 we aim to have 100% electric vehicles in London with and the rest of the UK by the end of 2030.

Charging Incentives

Uber Pro account users can save on their monthly BP Pulse Subscription and access exclusive Uber charging points and reduced kWh rates.

EV Fund

Up to £150m fund for drivers to access to help them move to an EV vehicle.

Uber and GMB

In 2021, Uber and GMB signed the first national union recognition agreement ever in the gig economy.



Driver Casework

Over 1,000 drivers have been helped with Uber and GMB working together on casework to resolve driver issues.

Joint Training

We have designed and launched de-escalation training for drivers to support them in handling difficult interactions out on the road.

Driver Campaigning

Drivers should be free to work for multiple operators. All drivers should have worker protections including minimum earnings, pension and holiday pay. Ensuring where possible that drivers are seen as a key profession that keep communities and cities moving.

Driving with Uber

As workers; Uber drivers are entitled to the National Minimum Living Wage, Holiday Pay and access to a Pension.



Minimum Earnings Guaranteed

A guarantee to earn at least the National Living Wage while you're on Uber trips after expenses. This is a minimum amount, not a maximum, and you will continue to have the opportunity to earn more.

Holiday Pay

Drivers receive holiday pay. You will receive an additional 12.07% of your weekly earnings (after expenses) to reflect statutory holiday pay, making it easier to plan some much-needed downtime with family and friends.

Pension Plan

You will have access to a pension plan that will include contributions from you and Uber, helping you plan ahead and build a nest egg for the future.

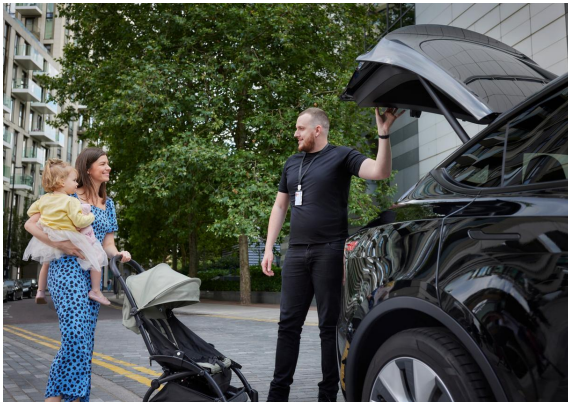
Marketplace Health

Uber aims to deliver a reliable service for more riders and more earning opportunities for drivers.



Large Events

Working local with Local Authorities, Venues and Local Transport Teams we can ensure there is enough supply to meet planned spikes in demand at certain times of the day for large venues like Music Concerts or Race Days.



Growing ridership of Uber

Increasing access of ways to get around cities can include launching new services like Uber Reserve, Pet, Assist and UberXL.

We also invest in rider growth for new and existing riders using rider promotions like 20% off limited time offers.



Earnings Opportunities

Balancing marketplaces and delivering great experiences can involve using incentives for new drivers as well as time specific incentives for example at a weekend or for nighttime reliability.

Trains and Planes now on Uber



Uber

End of Presentation

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