

THE ROAD AHEAD

THE FUTURE OF TRANSPORTATION AND MOBILITY IN PORTLAND

U B E R

WHAT IS UBER?

U B E R

HOW UBER WORKS



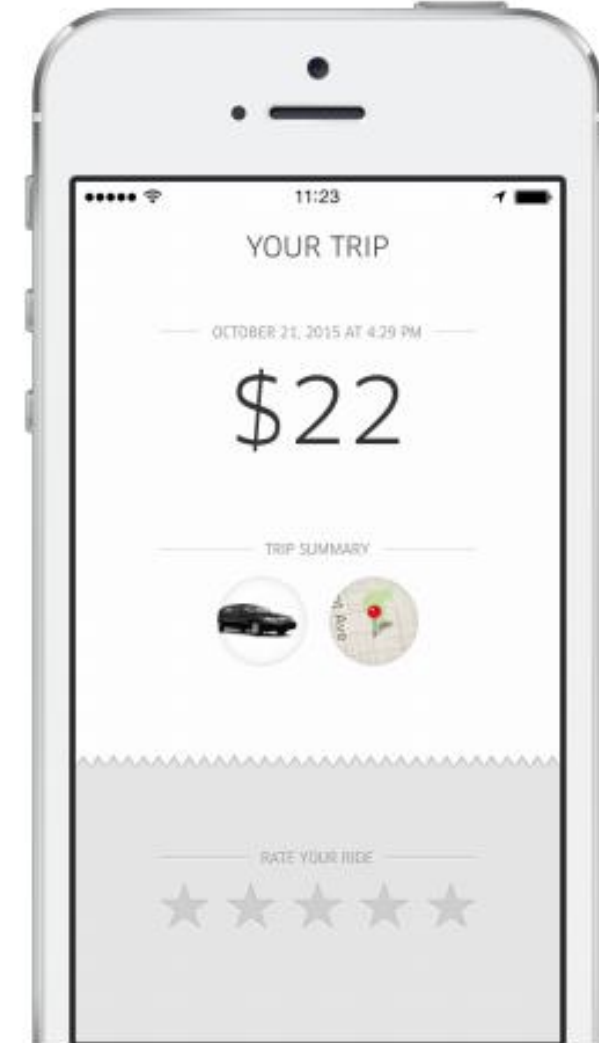
REQUEST

Tap to set your pickup location. Get picked up wherever you are, whenever you're ready.



RIDE

A driver comes directly to you in minutes. Payment is automatic and cashless, no tipping.



RATE

Give your driver a star rating to help us maintain the highest quality experience on every ride.

WHY RIDERS USE UBER



ONE TAP TO RIDE



CASHLESS & CONVENIENT



CLEAR PRICING



FEEDBACK & SUPPORT



ONE PROVIDER, GLOBAL
COVERAGE

U B E R

MEDIAN WAIT TIME (MINUTES)



240+ CITIES 60+ COUNTRIES

AVAILABLE LOCALLY, EXPANDING GLOBALLY



WHAT IS UBERX?

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UBERX IS ONE OF MANY OPTIONS



UberTAXI – A 24/7 commercial vehicle with a meter installed, rights to pick up street hails and/or wait in specified zones in and around a city. Often on a fixed license or medallion system. Drivers typically pay a lease fee or kitty to drive the vehicle and multiple drivers often drive the same vehicle. Uber partners with taxi drivers in multiple cities to provide additional trips throughout the day.

UberBLACK & SUV – Chauffeur/limo or “livery” vehicles. Uber partners with existing town car drivers and companies to fill in down time between regular clients.

uberX & uberXL – A ridesharing service where individuals can offer rides in their personal vehicle when and where they chose, with ultimate flexibility and usage of existing resources. Uber provides the commercial insurance for uberX trips as well as partner driver screening and vehicle inspections. uberX partner drivers and vehicles can only accept rides via the Uber app.

SAFETY AS A TOP PRIORITY

WHY RIDERS USE UBER



THOROUGH SCREENING

- / Background checks you can trust
- / Vehicle standards



RIDER RATED

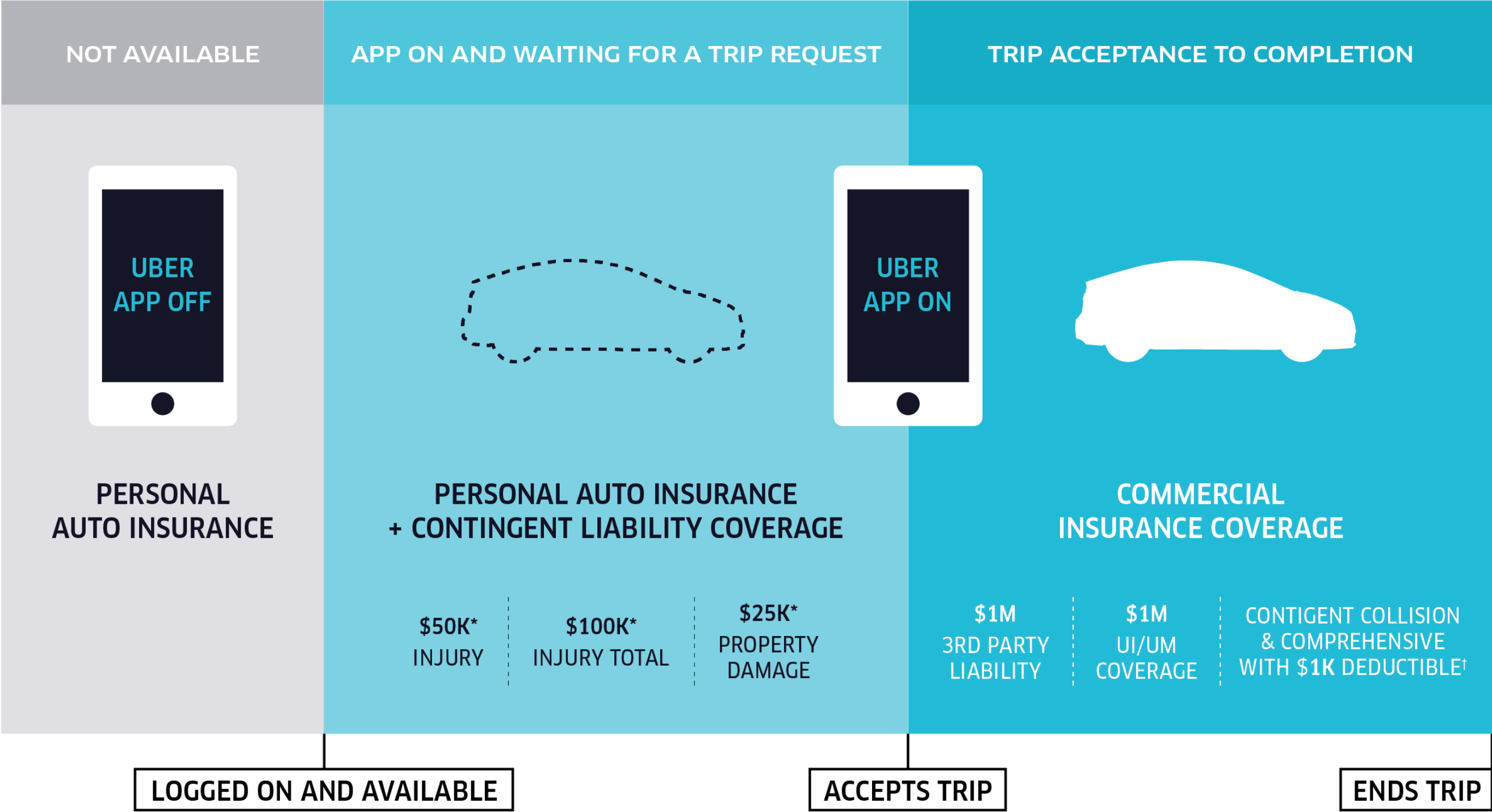
- / Driver profiles
- / Feedback & accountability



LICENSED & INSURED

- / End-to-end commercial insurance
- / Technology & data security

uberX RIDESHARING INSURANCE COVERAGE



*PROVIDES AUTOMOBILE LIABILITY INSURANCE IF/WHEN THE DRIVER'S PERSONAL AUTO POLICY DOES NOT PROVIDE COVERAGE.

†PROVIDES COVERAGE IF DRIVER'S PERSONAL AUTO INSURANCE INCLUDES COLLISION COVERAGE; UP TO \$50K MAXIMUM (UPDATED 7/14/2014)

Note: Coverage of at least this amount is provided in all states. Additional state specific coverage provided in certain states.

DRIVER SCREENING & BACKGROUND CHECKS

ALL DRIVERS ARE SCREENED AGAINST:

- / County courthouse records going back 7 years for every county of residence
- / Federal courthouse records going back 7 years
- / Multi-State Criminal Database going back 7 years
- / National Sex Offender Registry screen
- / Social Security Trace (lifetime)
- / Motor Vehicle Records (historical and ongoing)

DRIVER SCREENING & BACKGROUND CHECKS

CRITERIA FOR DRIVERS TO PASS THROUGH UBER'S SCREENING, GOING BACK 7 YEARS

- / No DUI or other drug related driving violations or severe infractions
- / No Hit and Runs
- / No fatal accidents
- / No history of reckless driving
- / No violent crimes
- / No sexual offenses
- / No gun related violations
- / No resisting/evading arrest
- / No driving without insurance or suspended license charge in past 3 years

VEHICLE INSPECTIONS

FOR TOP-QUALITY SERVICE AND SAFETY

- / 19-point safety inspection required for all uberX vehicles, annually
- / Partnerships with certified local mechanics

Firestone®

GOODYEAR



U B E R

PARTNERING WITH DRIVERS

OPPORTUNITY FOR PARTNER DRIVERS

/ SIGNIFICANT ECONOMIC IMPACT

/ SAFE AND RESPECTFUL WORK ENVIRONMENT

/ FLEXIBLE SCHEDULE

U B E R

IN THE DRIVER'S SEAT

A closer look at the Uber partner experience



U B E R

WHY ARE PEOPLE CHOOSING TO DRIVE WITH UBER?

91%

“To earn more income to better support myself or my family.”

85%

“To have more flexibility in my schedule and balance my work with my life and family.”

87%

“To be my own boss and set my own schedule.”

WHO ARE THESE DRIVERS?

14% WOMEN

Compared to 1% of NYC taxi drivers

25% OVER AGE 50

71% HAVE DEPENDENTS LIVING AT HOME

(Children, parents, etc.)

19% UNDER AGE 30

REGS DONE RIGHT

STATES

Illinois
Pennsylvania
Virginia
California
Colorado
Massachusetts
South Carolina
Kentucky

CITIES

Detroit, MI
Chicago, IL
Baton Rouge, LA
Seattle, WA
Minneapolis, MN
Columbus, OH
Milwaukee, WI
Tulsa, OK
Houston, TX
King County, WA

Spokane, WA
Austin, TX
Oklahoma City, OK
Washington, DC
Cincinnati, OH
St. Paul, MN
Dallas, TX
Springfield, IL
Boise, ID

REGS DONE RIGHT

Every TNC will be required to:

PERMITTING OF TRANSPORTATION NETWORK COMPANIES

/ Obtain a permit before operating in the City

RIDER SAFETY AND INSURANCE COVERAGE MINIMUM LEVELS

/ Display a picture and license plate number of the TNC Driver before the passenger enters the vehicle;

/ Ensure end-to-end insurance coverage including \$1mm commercial liability insurance during a prearranged ride;

/ Conduct criminal background checks of each TNC driver;

/ National Sex Offender Registry database checks;

/ Zero tolerance drug and alcohol policy; and

/ Safe driving record requirements to check DMV records for driving infractions.

U B E R

REGS DONE RIGHT

Continued

TRANSPARENT FARES AND PAYMENTS

- / TNCs must provide passengers with the applicable rates being charged and the option to receive an estimated fare before the passenger enters the TNC vehicle; and
- / Provide passengers with an electronic receipt that lists the origin and drop-off locations, total trip time and distance, and an itemized fare breakdown.

DIFFERENTIATES TNCs AND TAXIS

- / Establishes in law that TNCs or TNC Drivers do not provide taxicab or for-hire vehicle service; and
- / Prohibits TNC Drivers from soliciting or accepting street hails or cash payments

PREVENT DISCRIMINATION

- / TNCs must adopt a policy of non-discrimination on the basis of destination, race, color, national origin, religious belief or affiliation, sex, disability, age and sexual orientation or gender identity with respect to passengers and potential passengers.

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MOVING COMMUNITIES FORWARD

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STRENGTH AND SUSTAINABILITY

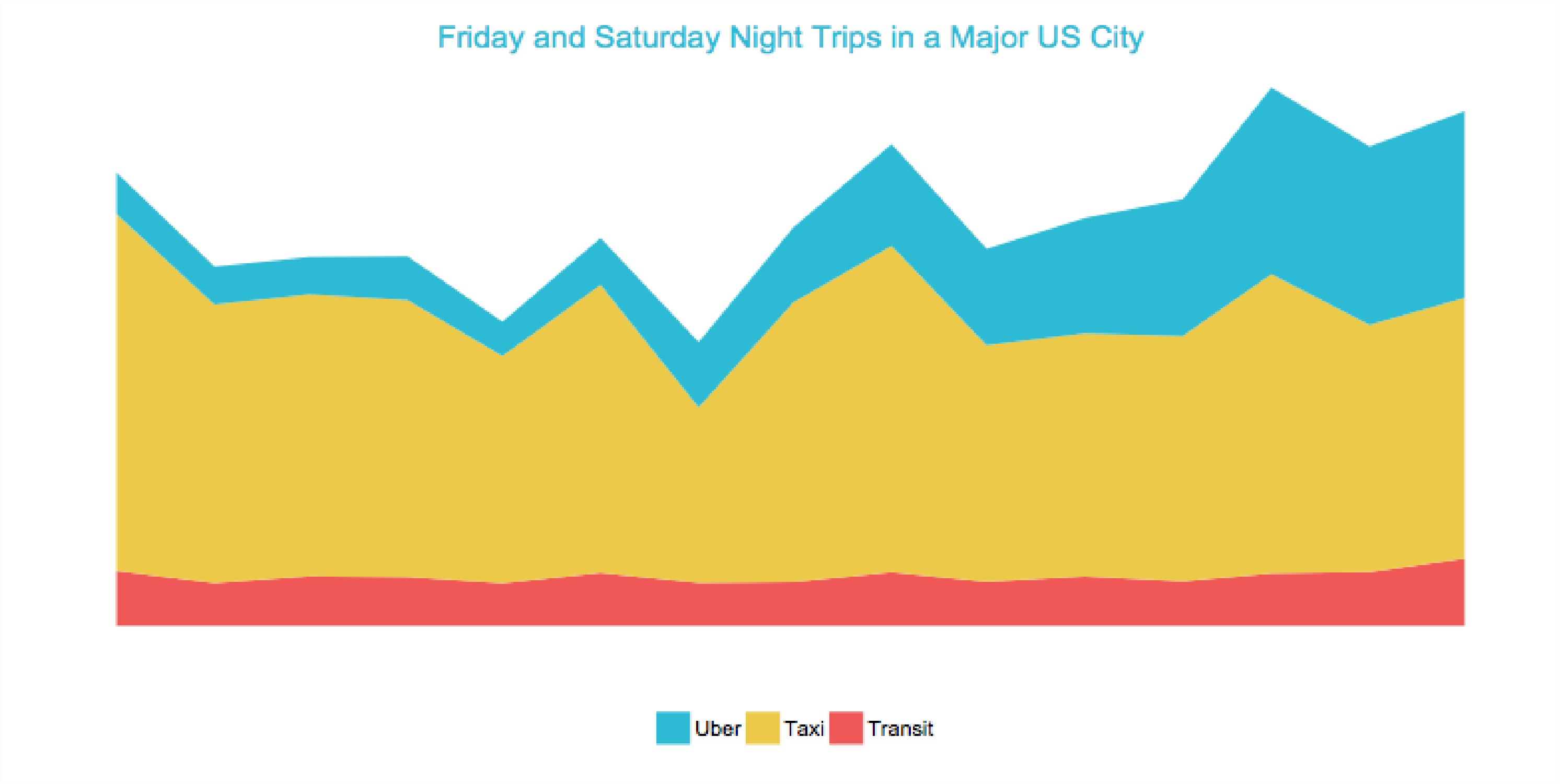
- / EXPANDING TRANSPORTATION OPTIONS
- / SERVING ALL NEIGHBORHOODS
- / REDUCING DRUNK DRIVING
- / RELIEVING TRAFFIC CONGESTION
- / LOCAL CITY TEAMS, PARTNERSHIPS & SOLUTIONS

CHANGING THE WAY CITIES MOVE

- / 30% of uberX trips in start or end at a Transit Station (San Diego)
- / Over 60% of uberX trips replace personal vehicle trips (Seattle)
- / UberPool allows riders to share rides with others heading in the same direction. And Fare Split allows riders to split their ride with your friends, family and colleagues
- / UberPedal allows riders to request a vehicle with a bicycle rack
- / No underserved neighborhoods. There is no meaningful relationship to average ETA or completed to request ratio and the median income of a neighborhood (Chicago)



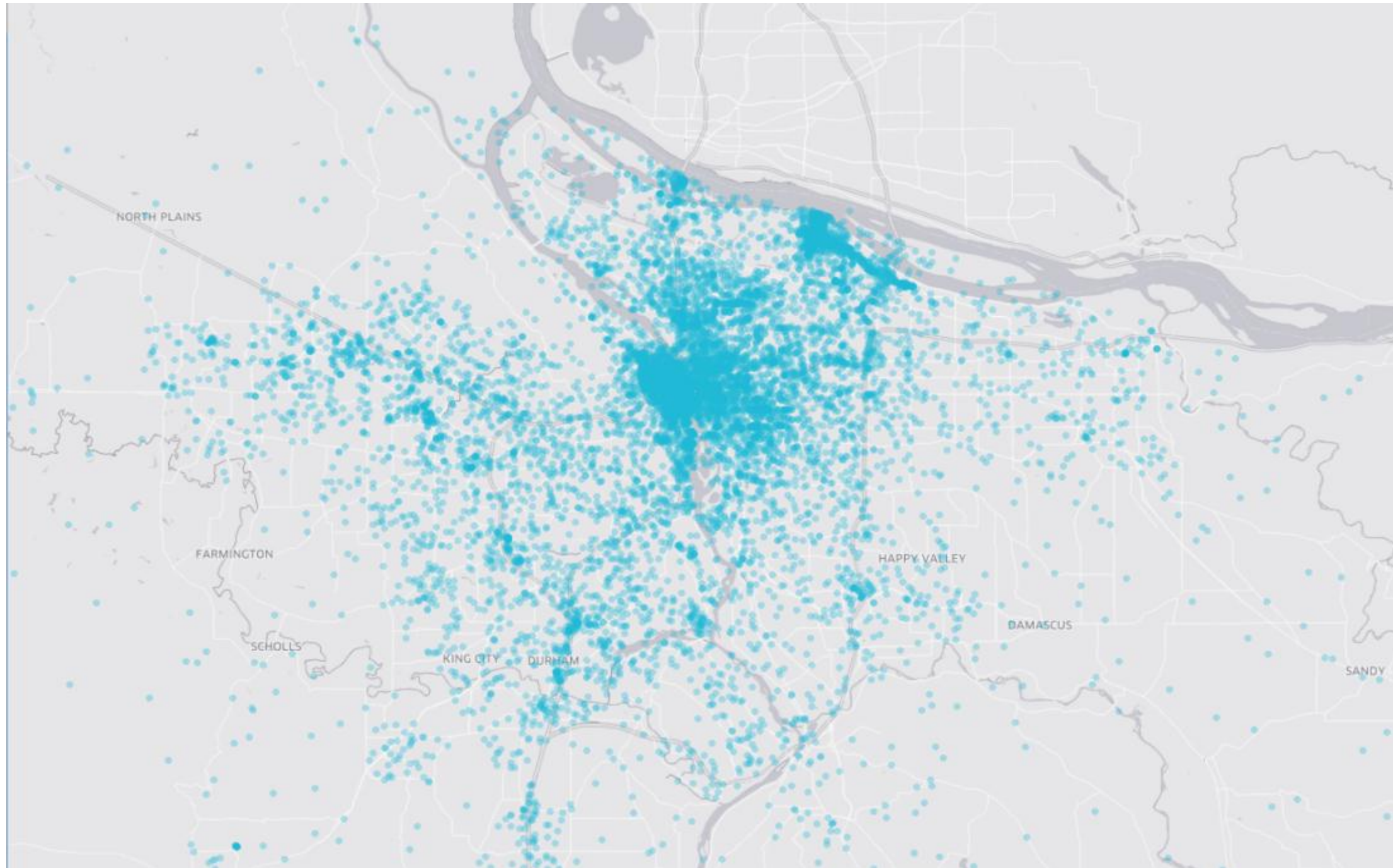
GROWING THE TRANSPORTATION PIE



U B E R

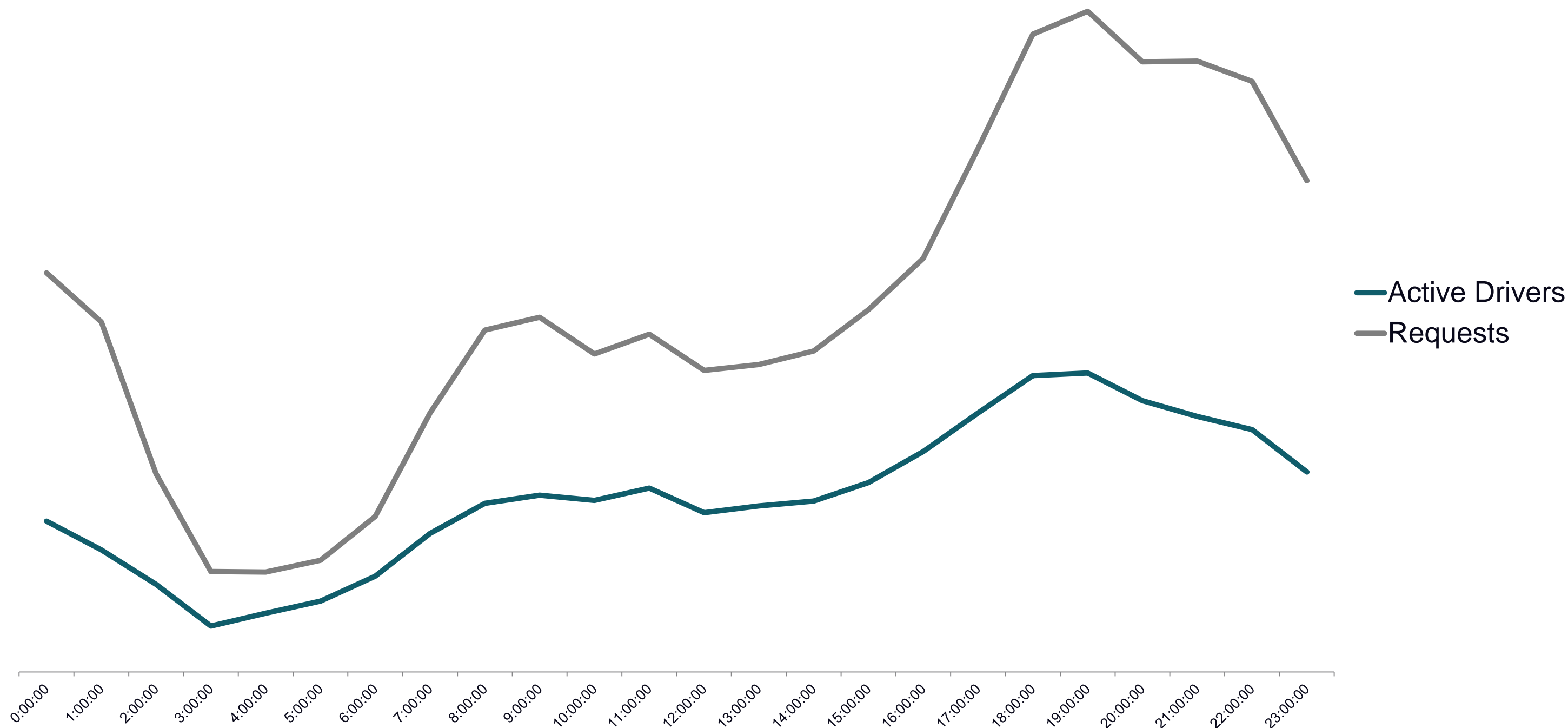
QUANTIFYING DEMAND

Portland, pre-launch



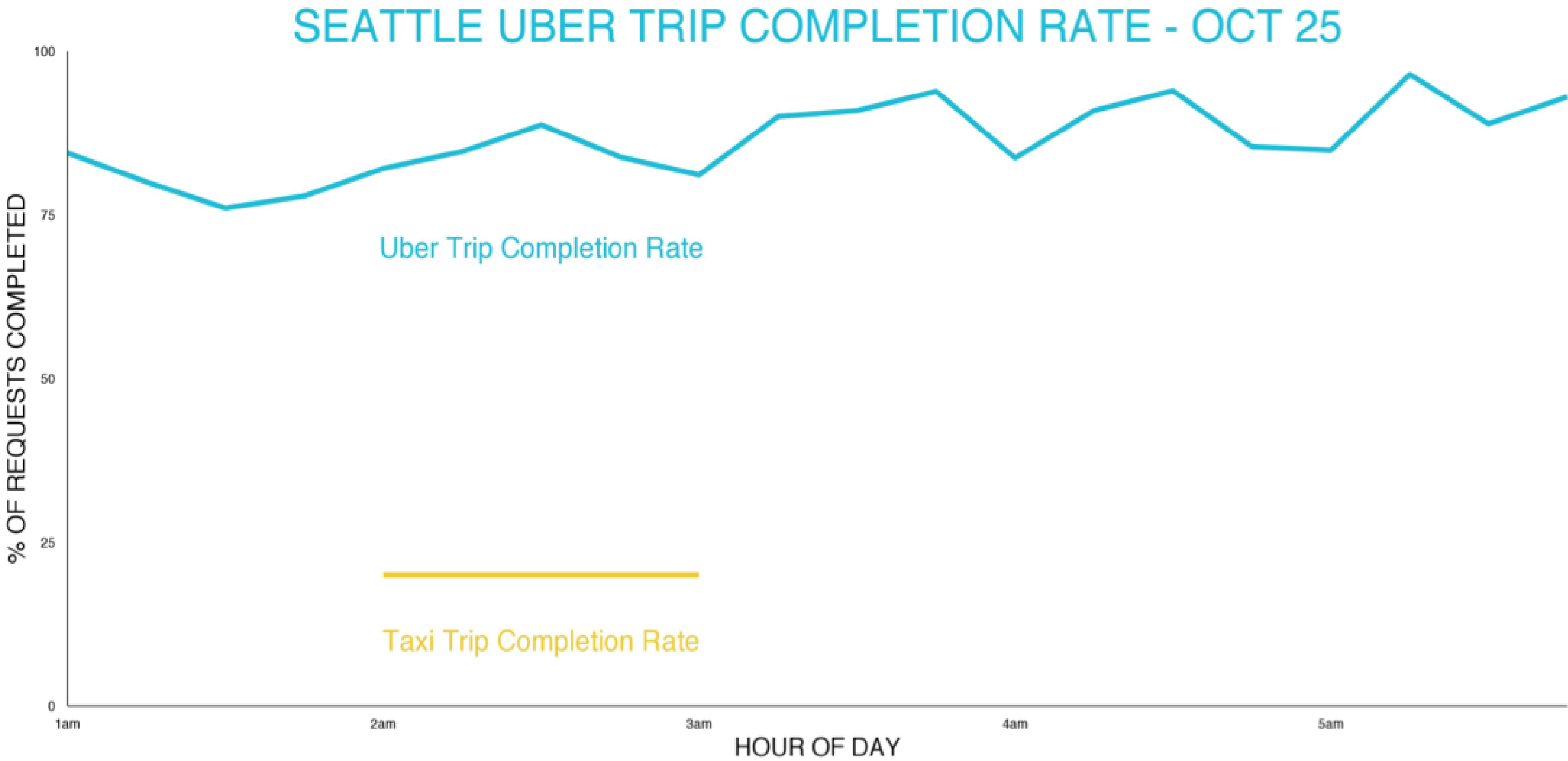
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DYNAMIC SUPPLY TO MEET DYNAMIC DEMAND



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RELIABLE 24/7 SERVICE



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INCREASED MOBILITY FOR ALL

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ACCESSIBILITY

- / Increasing efficiency and freedom not possible with options requiring pre-arrangement
- / Ability to contact driver via text or call with any requests, questions or special instructions
- / Cashless experience that removes payment friction and increases safety
- / Serving all areas with options across multiple price points
- / Non-discrimination policy in providing services, user reviews, and accepting service animals
- / Ability to provide real-time feedback via app, email and website – With excellent responsiveness

ACCESSIBILITY

/ BLIND AND VISION IMPAIRED

/ DEAF AND HARD OF HEARING

/ WHEELCHAIR ACCESSIBILITY

“Uber is by far the closest I have come to getting in a car and driving myself.”

VISION IMPAIRED UBER RIDER

“...the wonderful things we can do by virtue of the technology we’ve created...”

RIDER REFLECTION ON HEARING-
IMPAIRED DRIVER

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WHEELCHAIR ACCESSIBILITY PILOTS

New York City

Chicago

Houston

Philadelphia

San Francisco

San Diego

Los Angeles

Washington, DC

Manila

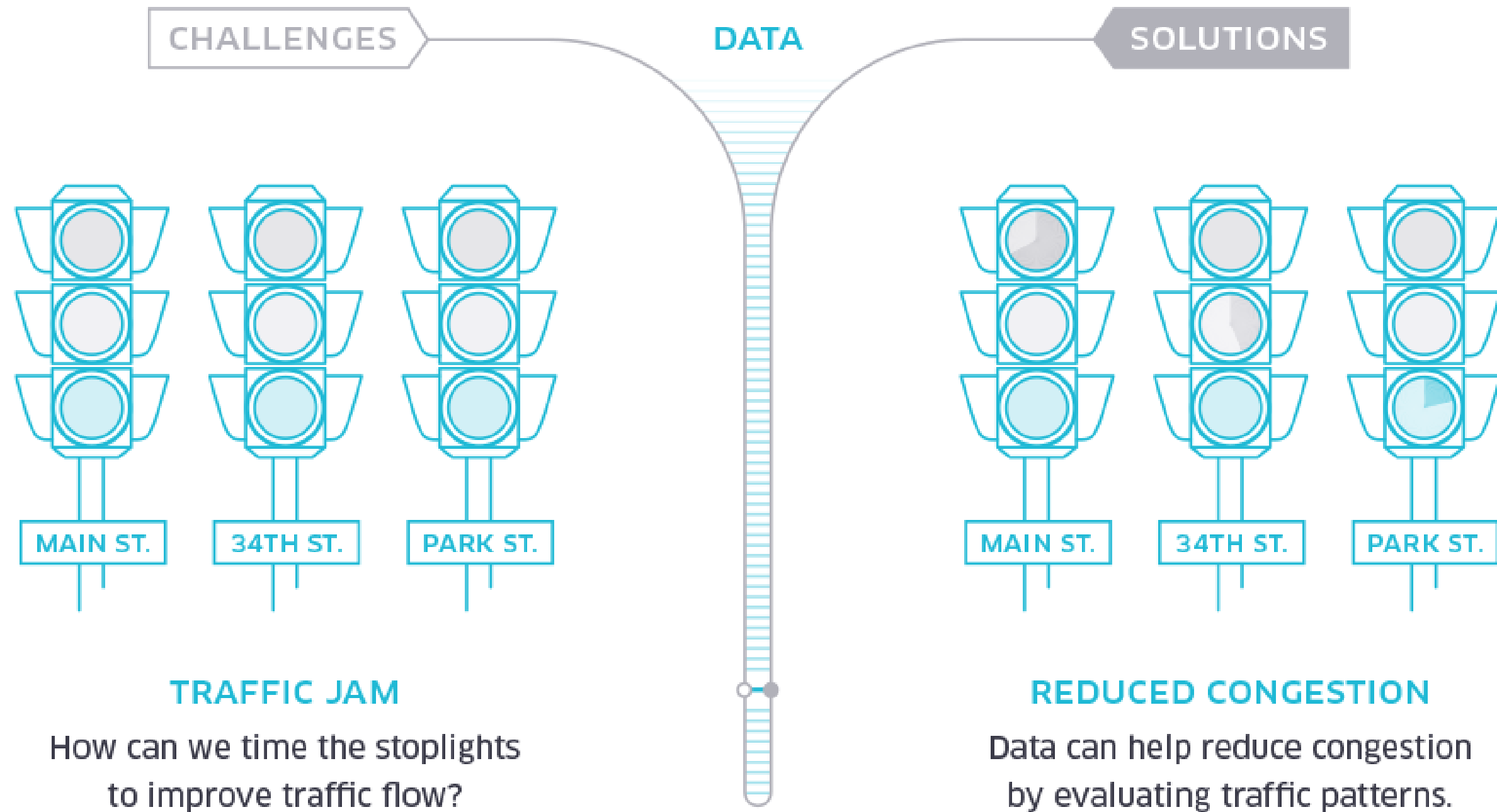
DRIVING SOLUTIONS TO BUILD SMARTER CITIES

HOW CAN DATA HELP CITIES?

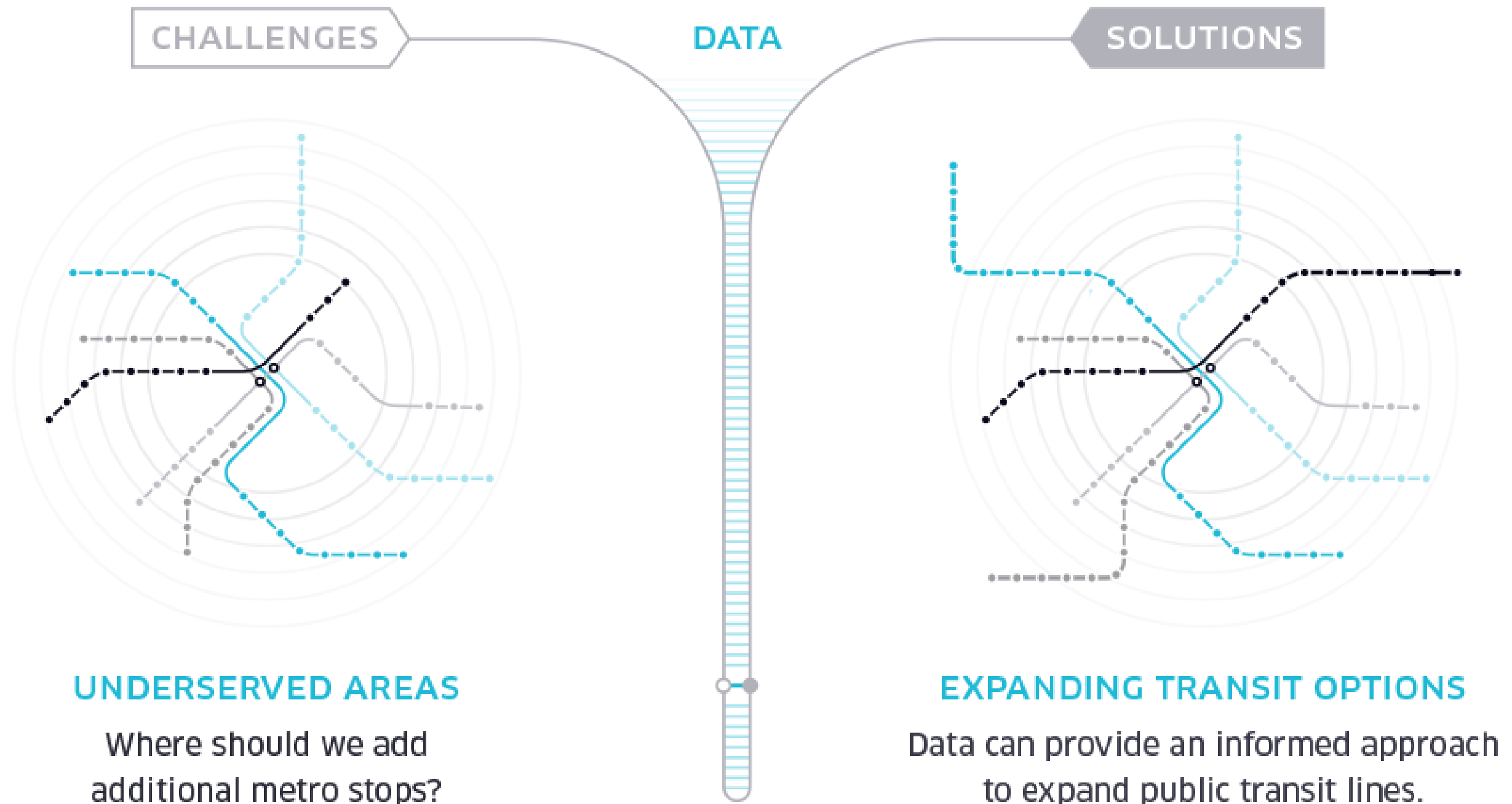
“In Boston, data is driving our conversations, our policy making and how we envision the future of our city. We are using data to change the way we deliver services and we welcome the opportunity to add to our resources. This will help us reach our transportation goals, improve the quality of our neighborhoods and allow us to think smarter, finding more innovative and creative solutions to some of our most pressing challenges.”

MAYOR MARTIN J. WALSH

HOW CAN DATA HELP CITIES?



HOW CAN DATA HELP CITIES?



THANK YOU!