***Uber to list New York City yellow taxis in-app***

Uber Technologies Inc is an American mobility service provider such as driving and delivering. The headquarters of the company is located in San Francisco and operates in approximately 72 countries and 10,500 cities. New York City yellow taxis are 13,587 taxis in New York City and each taxi must have a medallion affixed to it by law that is auctioned by the city and is transferable on the open market by licensed brokers.

**People:**

Based on the article, a director of different types of Uber Technologies Inc departments, NYC governmental taxi regulators, and different types of stakeholders have been involved to accomplish the deal agreement. They are:

* Travis Cordell Kalanick-The CEO of Uber Technologies INC
* Guy Peterson - The Director of Business Development for Uber.
* Andrew Macdonald- Uber’s Senior VP of Mobility and Business Operations.
* Bhairavi Desai- The Executive Director of the New York Taxi Workers Alliance.
* Mayor Eric Adams- The Head of Administration of Arranging the Deal.
* Ryan Wanttaja- The Acting Head of New York's Taxi &Limousine Commission (TLC).
* Bruce Schaller- New York-Based Consultant Who Has Studied the Growth of Uber in the City.
* Stakeholders: customers, licensed drivers, and governmental regulators.

**Opportunity:**

Referring to the statement of a New York-based consultant who has studied the growth of Uber in the city, Bruce Schaller, one of the primary benefits of the deal will go toward drivers and customers through the expansion of market accessibility whilst the deal can also help the city control the number of empty cars adding to pollution and congestion problems as they look for customers (BBC News, 2022). Mr. Schaller also claims that the deal gave room to Uber Inc to increase its stock by 3.4% early Friday after the Wall Street Journal first reported the news (Wayt, 2022). Furthermore, a cabbie and activist with the New York Taxi Worker Alliance, Augustine Tang states that the struggling taxi medallion could be benefited as it will now effectively allow the owner to be both an Uber and a cab driver (Wayt, 2022). To illustrate, a cab driver could pick up the passenger in Manhattan and drive them to Queens, afterward the cab driver could use the Uber app to find another passenger rather than driving all the way back to Manhattan without a passenger (Wayt, 2022).

**Context:**

The deal- listing the cab drivers on the Uber app is considered as the latest step in a global effort to work with the taxi industry to enter new markets (BBC News, 2022). It is also mostly defined as a partnership between Uber and New York City yellow cabs (BBC News, 2022). Uber already has similar arrangements in several countries like Spain, Germany, Austria, and Turkey (BBC News, 2022)**.** However, due to the pandemic, Uber has been facing a driver shortage (BBC News, 2022). Following that, the deal will add about 14,000 taxi drivers licensed in New York City, which is one of its most significant markets, to Uber's platform (BBC News, 2022). The director of business development for Uber, Guy Peterson, defines the deal as a "win for drivers" (BBC News, 2022). Specifically, he states: "No longer do they have to worry about finding a fare during off-peak times to getting a street hail back to Manhattan when in the outer boroughs," (BBC News, 2022). In addition to that, Ryan Wanttaja, the acting head of New York's Taxi and Limousine Commission (TLC), which regulates the industry, claims that he is excited about any proposal to connect passengers more easily with taxis and look forward to learning more about this agreement between Uber and the taxi apps and ensuring it complies with TLC rules (Wayt, 2022).

**Deal:**

* The deal will add about 14,000 taxi drivers licensed in New York City to Uber's platform (BBC News, 2022).
* According to Wall Street Journal reports that based on Uber confirmation, the price of the yellow cab ride will be equal to the price of the Uber X ride (BBC News, 2022).
* Bruce Schaller said that the deal is a “landmark moment” for both Uber and the cab industry and gave credit to Mayor Eric Adams’ administration for arranging the deal (Wayt, 2022).

To conclude, the deal was announced just recently on March 24, 2022, and I am so excited to know how its process and implementation will be. Therefore, I will follow the current business news. Moreover, I am sure this deal is more relevant to this course and even our personal life as we use the Uber app to arrange a ride or to give a ride. This is a noticeable example of how Uber Inc impacts society with its service and entrance to the new market.

**References:**

BBC News. (2022, March 24). *Uber to list New York City yellow taxis in-app*. Retrieved March 25, 2022, from <https://www.bbc.com/news/business-60864889>

Wayt, T. (2022, March 24). *Uber planning to add all NYC taxis to its app in a surprise shift*. New York Post. Retrieved March 25, 2022, from <https://nypost.com/2022/03/24/uber-adding-all-nyc-taxis-to-its-app-in-surprise-shift/>