

Accessibility

Mobile technology has expanded the ability of people with accessibility needs to more fully participate in the economy. Ridesharing is no different. Features in Uber's app allow Deaf and Hard of Hearing drivers to interact with the app and communicate with riders, and thereby earn income. There are more than 300 Uber driver-partners using these features in Ontario, where no Class 4 licence is required. There are also features for those who are visually impaired to more easily gain access to rides.

As ridesharing relies upon the use of personal vehicles, it does not naturally expand access to transportation for riders who rely upon non-collapsible wheelchairs. However, through partnerships with owners of commercial wheelchair accessible vehicles (WAV), such as taxis, individuals, and private companies, Uber has been able to increase the utilization of those vehicles to ensure that they are being used for accessible trips. Our UberWAV product in Toronto is an example of early success, with average wait times now below 10 minutes³. Riders who choose the UberWAV product pay the same price as they would for the same trip on UberX. We will be evaluating this type of service for Vancouver in the future which will largely be based upon the ability to partner with WAV owners.

Elsewhere, Uber has arranged additional partnerships with transit agencies to divert passengers who are able to ride in a personal car away from wheelchair accessible minibuses to ensure that those expensive assets are spending more time focused on passengers in wheelchairs and seated scooters. Finally, we hope to access the funds generated by the \$0.30/trip fee to increase the accessibility via the Uber app.

Technology

Uber is recognized as a world leader in ridesharing technology. We have the capabilities to meet the Board's technology requirements, including those set out in the Board's Supplementary Terms & Conditions Respecting TNSA Apps.

Marketing & Communications

As part of our launch in British Columbia, Uber will roll out an integrated marketing and communications plan to raise awareness of the service, its benefits, and how to safely ride or drive with Uber. Work on this has been ongoing for the past four years, and has resulted in product awareness in Metro Vancouver of over 95 percent.

³ https://www.toronto.ca/wp-content/uploads/2019/06/96c7-Report_v1.0_2019-06-21.pdf

- UberComfort, which allows drivers to charge a slight premium for newer vehicles with more legroom.
 - Note: We launched this product in Greater Vancouver on July 15, 2020
- UberPool, which matches you with riders heading in the same direction, so you can share the ride and cost.
 - Note: This product is currently suspended in other Canadian cities due to COVID-19, but we hope to resume service in the future

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Elsewhere, Uber has arranged additional partnerships with transit agencies to divert passengers who are able to ride in a non-adapted car away from wheelchair accessible minibuses to ensure that those expensive assets are spending more time focused on passengers in wheelchairs and seated scooters. Finally, we hope to access the funds generated by the \$0.30/trip fee to increase accessibility via the Uber app.

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- UberX Share, which matches riders with other riders heading in the same direction, so you can share the ride and cost.
 - Note: This product is in early stages of development and being tested in other Canadian cities.

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Elsewhere, Uber has arranged additional partnerships with transit agencies to divert passengers who are able to ride in a non-adapted car away from wheelchair accessible minibuses to ensure that those expensive assets are spending more time focused on passengers in wheelchairs and seated scooters. In British Columbia, each trip on the Uber platform contributes a \$0.30 accessibility fee to be used by the Province to enhance accessibility.

In addition, Uber regularly reminds drivers using the Uber platform of their obligations to transport riders with service animals without discrimination. The obligation is also explained in Uber's Community Guidelines and Service Animal Policy.⁴ Drivers who engage in discriminatory conduct in violation of their legal obligations may lose their ability to use the Uber App.

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³ www.toronto.ca/wp-content/uploads/2019/06/96c7-Report_v1.0_2019-06-21.pdf [Appendix Tab A-43].

⁴ www.uber.com/legal/en/document/?name=service-animal-policy&country=canada&lang=en [Appendix Tab A-28].