

# **Capital Regional District: Transportation Committee**

April 21, 2021 (10:00 a.m.)

**Uber**

## Agenda

- 01** Introduction
- 02** Uber Overview
- 03** Safety Commitments
- 04** Sustainability Commitments
- 05** Vancouver Island Expansion
- 06** CRD Engagement
- 07** Community Outreach

# Introduction

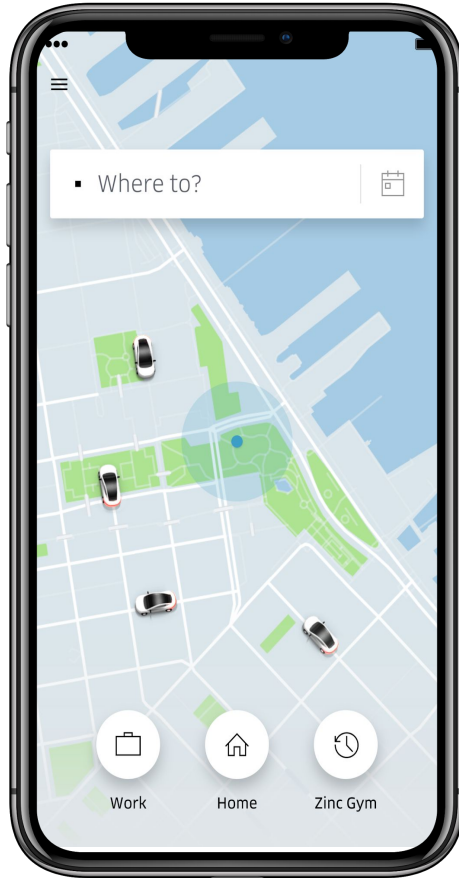
Yanique Williams, Public Policy Manager, Western Canada



- Uber's Public Policy Manager responsible for Western Canada
- Also focused on the company's national safety policies including road safety, personal safety, women's safety and health safety
- Served in Canadian politics for over 8 years working to advance policies focused on international trade, empowering Canadian small businesses, gender equality, gender-based violence (GBV), rural economic development, and advising the Government of Canada on how to deliver on its diversity and inclusion commitments

# Uber Overview

- 2010 Co-founded by Calgarian Garrett Camp
- Over 10 billion trips globally
- Economic opportunity for 4M+ people globally
- Available in 65 countries
- Active in over 140 municipalities across Canada
- Launched in Vancouver January 2020
- Upcoming launch on Vancouver Island



The app opens with a simple question: **“Where to?”**

**Get the right ride at the right time:** easily compare time and cost.

**Shortcuts** predict where you might be going. It takes just one click to get moving.

# Safety Commitments

## Helping to keep each other safe during COVID-19


We're pledging 10 million free rides and deliveries of food for frontline healthcare workers, seniors, and people in need around the world.

Uber

Door-to-Door Safety Standard


Our new features and policies help **keep you safe** on your ride.

[Learn more →](#)




**Ready to Ride Checklist**

We've built an in-app checklist for you to review before you ride and confirm you've taken proper safety steps like wearing a mask and washing your hands.




**No mask. No ride.**

Everyone—both riders and drivers—is required to wear a mask or face cover in the car.



**Wash. Wear. Air.**

We're asking everyone to follow these steps on every ride: wash your hands, wear a mask, and air out your ride with windows down.



**Mask Verification**

We've built new tech to help enforce our mask policy with drivers and riders. Drivers must take a selfie to verify they're wearing a mask before they can accept trips.

X COVID-19



### COVID-19 Updates

Stay informed on how to move safely with Uber.



#### Committed to safety

We've announced additional steps we are taking to help keep our communities safe.

[Learn more](#)



#### Face coverings required

For everyone's safety, please wear a face covering.



#### Health & safety tips

We've worked with the WHO to share safety tips.

[View tips](#)



#### Supplies for drivers

Giving drivers cleaning supplies and tips to help you move with safety.

# Safety Commitments



**In-App Safety Toolkit** (Various resources including sharing location, 24/7 incident support)



**Engagement with Law Enforcement**  
(Law Enforcement Operations Team works with local law enforcement, 24/7 global coverage, Online portal [lert.uber.com](http://lert.uber.com))



**RideCheck** (technology to detect if a trip goes unusually off-course)



**Commitment to Women's Safety**  
(multi-year, multi-million dollar partners with sexual assault and domestic violence partners such as Ending Violence BC, YWCA Canada, and the Canadian Centre to End Human Trafficking)



## Uber's Community Guidelines Safety and respect for all

We're committed, along with millions of riders and drivers to:

- ✓ **Treat everyone with kindness and respect**
- ✓ **Help keep one another safe**
- ✓ **Follow the law**

As a reminder, everyone who signs up is expected to follow these guidelines.

You can read our full [Community Guidelines](#) here.

I understand

# Sustainability Commitments

2025

\$800M

To help hundreds of thousands of drivers access EVs

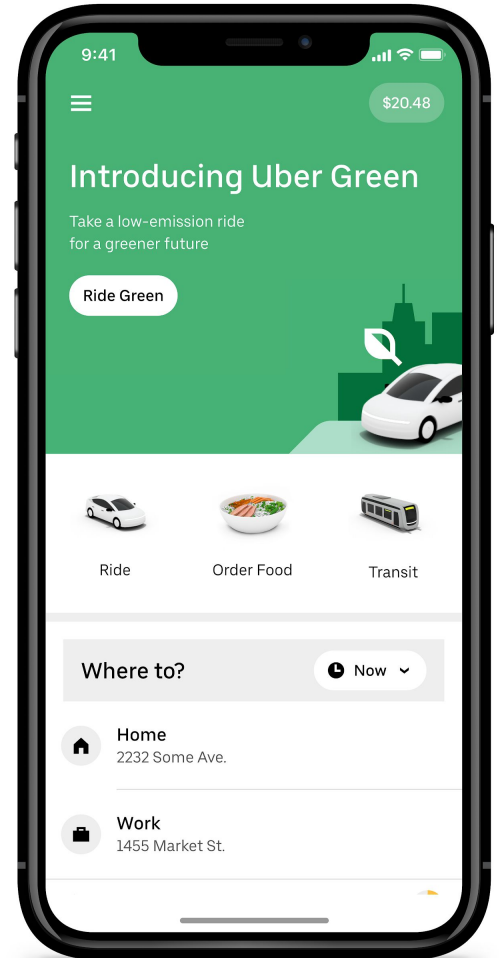
2030

100% rides in zero emission vehicles, micromobility and transit in cities:

**...in the US, Canada and Europe**

2040

**...globally**



# Vancouver Island Expansion

**Application to  
Operate Submitted  
to PTB**

September 9, 2020

**Vancouver  
Island Launch**

Pending

**PTB Business  
Licence to  
Operate**

Pending



# CRD ENGAGEMENT

## Our Asks:

- Inclusion in transportation plan adjustments
- CRD considers updating existing IMBL to include ridesharing

Uber



CRD

Making a difference...together



# Community Outreach

# THE CHAMBER.

GREATER VICTORIA  
CHAMBER OF COMMERCE

bcfs



DOWNTOWN  
Victoria



DESTINATION GREATER  
VICTORIA

*BCFerries*

A photograph of a man with glasses and a dark sweater leaning on the hood of a silver car. The background shows a scenic view of a town built on a hillside overlooking a body of water. The Uber logo is overlaid on the left side of the image.

Uber

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