

# Uber

SBCCOG General Assembly

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**UBER**



**Uber is a technology platform** that connects people in over 360 cities across the globe to safe, reliable and affordable rides at the push of a button.

**2013** Year uberX launched in Los Angeles

**56,000+** Number of Driver-Partners in Los Angeles

**<5 Minutes** Average Pick-Up ETA in Los Angeles

## THE PROBLEM / Why Uber?

**96** Percent of time a personal vehicle is **not in use**

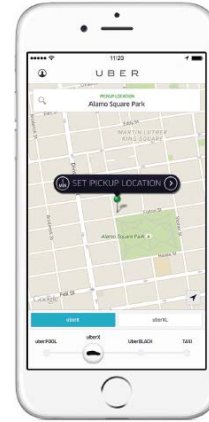
**15** Percent of space in cities **dedicated to storing vehicles**

**2 Days** Average amount of time spent in traffic **per year**

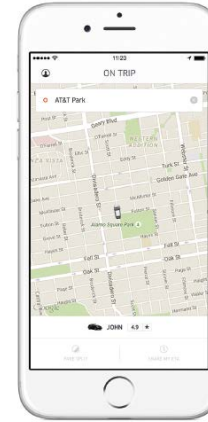
**\$13,318,000,000** **Cost to LA's economy** per year due to congestion

**Push a button**  
**get a safe, reliable and affordable ride**  
**within minutes**

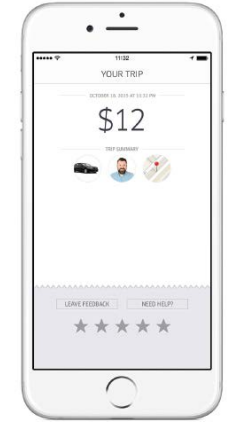
## A Snapshot of the Uber Rider App



**REQUEST**



**RIDE**



**RATE**

## Before The Trip

- No more street hails
- Non-discrimination policy
- Trips no longer anonymous

## During the Trip

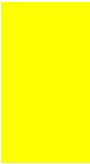
- Never get lost
- Share your ETA
- Cashless transactions

## After the Trip

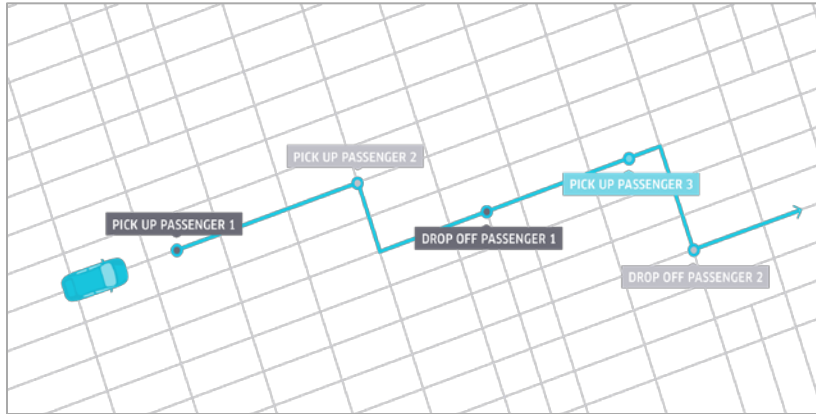
- Feedback & Ratings
- 24/7 Support
- Rapid Response

## Behind the Scenes

Contact without providing personal info | All Trips Tracked via GPS | Pre-Screening for All Drivers

**22%**  **Uber riders in Los Angeles age 18 to 64 who are delaying the purchase of a car because of Uber**

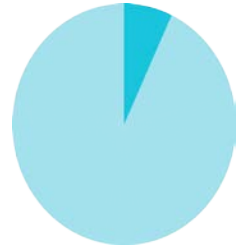
# MORE PEOPLE IN FEWER CARS



LOWER COST



FEWER CARS



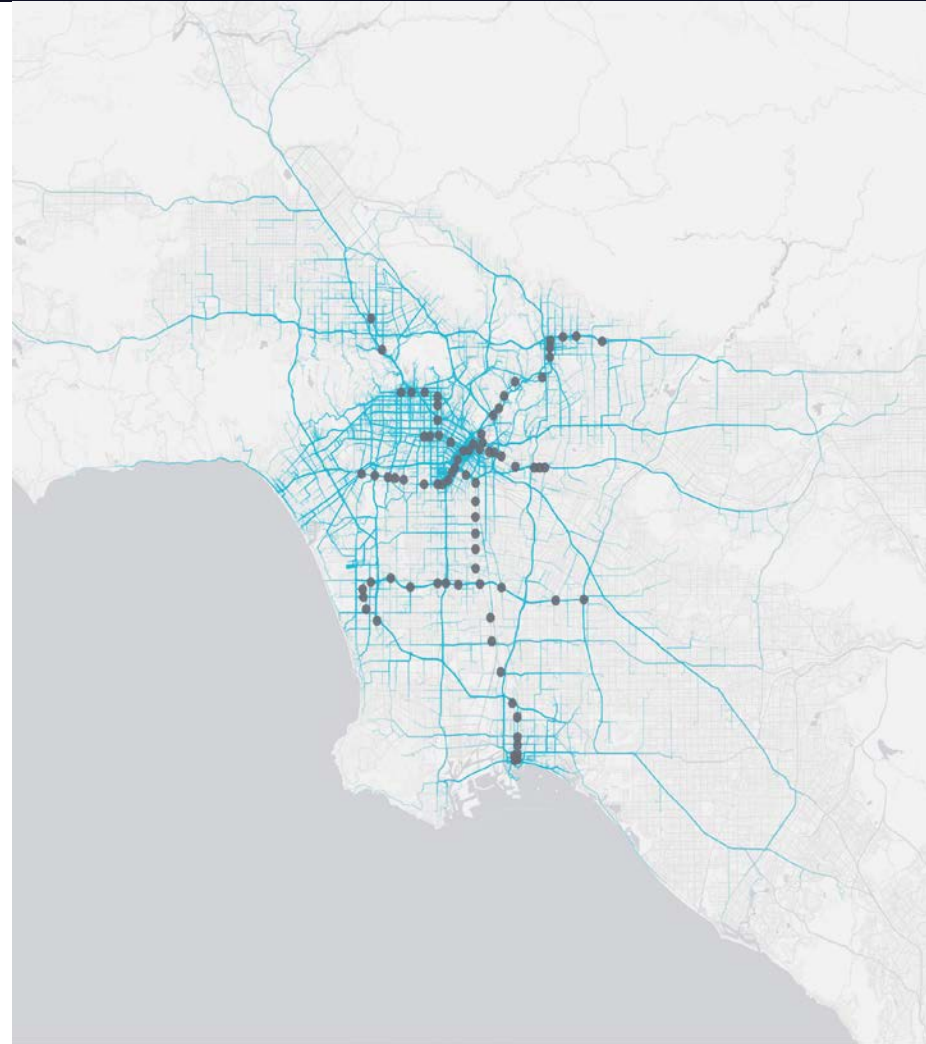
LESS TIME  
IN TRAFFIC

Los Angeles Times

**California Commute** Lack of parking drives many away from mass transit

15%

Percent of trips in Los Angeles facilitated through Uber that **began or ended within a quarter mile of a Metro stop** between 10/1/2015 and 12/31/2015







Supporting Safe Rides

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**“With easy, reliable and affordable alternative transportation options like Uber, there’s no reason for anybody to get behind the wheel while impaired.”** — MADD National President Jan Withers



Enhancing Mobility

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**“We saw a tremendous need for seniors to have access to affordable transportation options, so we were looking for the biggest provider with the biggest coverage. Uber was the intersection of all those things.”** — grandPad CEO Scott Lien



Improving  
Accessibility

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**“With ridesharing options like Uber, millions more can now get to work on their own, visit friends, or enjoy an evening out. Uber helps fulfill the promise of creating a more equal America for the disabled.”**— *Tony Coelho, former U.S. congressman and an author of the Americans With Disabilities Act*

## OUR VISION

**Smarter transportation** with fewer cars  
and greater access

Transportation that's **safer, cheaper  
and more reliable**

Transportation that **creates more  
economic opportunity for drivers**