



February 26, 2015

Mayor Bieter and Councilmembers:

Since our launch in October 2014, Uber has been proud to connect thousands of Boiseans to tens of thousands of safe, reliable rides as we have worked closely at the direction of Mayor Bieter with the City of Boise to craft new regulations that recognize the unique nature of ridesharing and put consumer choice and safety first.

Four months into our tenure in Boise, we find ourselves at an impasse. Despite assurances from the Mayor's staff and city officials that a mutually-workable agreement could and would be reached without unnecessary delay, the City is contemplating an ordinance that imposes outdated rules on modern innovations, with no firm end date in sight.

This troubling development comes only a week after a Feb. 10 meeting to consider a temporary operating agreement reached by both parties that was heralded by the City as "an opportunity for Uber to prove they are a good faith operator in the City." We were ready to meet that test. However, that agreement was soundly and surprisingly rejected by the Mayor and a majority of the City Council.

It has become clear, most recently during the Feb. 24 council work session, that the City is pursuing an unworkable and outdated regulatory framework that would make it impossible for Uber to operate in Boise. Rather than crafting rules that recognize ridesharing is unique, as over 20 jurisdictions across the United States have done, the city is trying to fit a square peg in a round hole, with no end date for approval in sight.

All of this has taken place against the backdrop of thousands of free rides that Uber has offered since our launch. Driver-partners have been fully compensated for these fares, earning, on average, \$24 per hour. While we traditionally offer free rides for a limited period of time to attract new riders, we continued this promotion upon learning of a very real threat from the city of jail time for partners driving with the Uber platform.

**High and growing costs combined with unworkable and onerous regulations being proposed by the City leave Uber no other choice than to suspend operations in Boise for**

**the foreseeable future.**

To be clear, Uber is not opposed to regulations. In fact, we have welcomed and embraced regulatory frameworks approved by over 20 jurisdictions across the United States. Nor are we closing the door on future conversations or concessions that will help find common ground, including business or company licenses issued by the City of Boise. However, we strongly urge the City to consider the following:

**TNCs are fundamentally different from existing taxi companies and part-time drivers are fundamentally different from existing taxi operators.**

We do not own any vehicles. We are a technology company that provide a platform where drivers and riders can connect. The majority of Uber partners drive a few hours a week and use their own vehicles to make extra income and provide for their families. Uber driver-partners are veterans, spouses of active duty military service members, students, retirees, teachers, and single parents.

We create a marketplace where these men and women can use their own car to provide rides where and how often they want--in strong contrast to taxi, where multiple full-time drivers drive one car 24 hours / 7 days a week with high mileage and significant wear and tear.

**Additionally, the safety goals sought by the City are already being met through our business model, and we welcome regulations that complement and enhance it.**

All drivers are subject to robust background checks, which includes county, federal, multi-state and sex-offender database checks. These checks go back seven years, more than what's currently required for taxi or limo drivers in the city and the maximum allowable by the Fair Credit Reporting Act. TNCs also check against the national sex offender database and perform a driving record check before allowing any driver to partner with Uber.

Uber also requires all vehicles on the platform to have four doors, be 2005 or newer, not have a salvaged title and go through 19-point vehicle inspection. The Uber app has a built-in real time feedback process so riders and drivers can share information or issues about the ride and Uber can respond immediately.

TNCs currently carry insurance that is protective of public safety. Uber's ridesharing insurance coverage provides end-to-end insurance coverage for partner drivers, riders and third-parties at all times during their use of the Uber smartphone application. This covers the driver's liability (a) while a driver is logged into the Uber smartphone application and available to receive ride requests; (b) from the time a driver accepts a trip request through the app; and (c) through the completion of the prearranged ride, until the passenger

reaches his or her final destination and exits the vehicle.

Uber already voluntarily offers the following insurance protection:

- \$1MM in primary automobile liability coverage from the moment a driver accepts a ride request, is en route to pick up a requesting passenger and at all times a requesting passenger is in the car. This is double what is required of limos and taxis in the city.
- Liability coverage of \$50,000 for bodily injury per person up to \$100,000 per incident when the app is on and a ride has not even been accepted in the event a driver's personal policy denies coverage or coverage is otherwise unavailable. **This is double the amount of coverage required for all motor vehicles under Idaho law.**

Put simply: There is no gap in coverage.

**Perhaps just as important as all the above, Uber is helping to improve lives and communities across the world for the better.**

TNCs have become part of everyday life and are being used by people in over 290 cities worldwide. The availability of affordable transportation has transformed the way people move around their cities, from the vision-impaired to those who can't afford the cost of owning a vehicle. The freedom and flexibility of partnering with the Uber platform also provides individuals new opportunities to earn or supplement their income so they can pay their bills and put food on the table.

Even those not driving with the platform benefit from ridesharing's presence. According to a recent study conducted in partnership with Mothers Against Drunk Driving, or MADD, ridesharing services like Uber are empowering people to make smarter choices that save lives. Additionally, areas underserved by traditional transportation options become better connected to the city with Uber.

**Uber wants to help make Boise the "most liveable city in America."**

Boise is a place where Uber has helped make it easier for people to request a safe, reliable ride and where we have created nearly 100 good-paying jobs. It's a place where we have helped reduce congestion and bridge the first and last miles. It's a place where we have helped area residents and visitors make smarter choices that are helping save lives.

While we are suspending operations in the City of Boise effective immediately, we still believe the future is bright for ridesharing in Idaho. That is why we originally made the decision to launch in the Gem State, and it is why we will continue to work with anyone who shares our belief that ridesharing is an innovation whose time has come in Idaho.

Sincerely,  
Bryce Bennett  
General Manager, Uber