



Uber Technologies, Inc.  
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June 30, 2023

Uber Technologies, Inc.

PSG0038150

Advice Letter No. 18

California Public Utilities Commission  
Consumer Protection and Enforcement Division  
Transportation Licensing and Analysis Branch  
505 Van Ness Avenue  
San Francisco, CA 94102

*Re: Uber Technologies, Inc. - Advice Letter No. 18 (2023 - 2024 Annual Outreach Plan)*

## **I. Purpose**

Pursuant to Decision (D.) 23-02-024, Ordering Paragraph 16 and Rule 6.1 of General Order 96-B, Uber Technologies, Inc. (“Uber”) submits its 2023-2024 Annual Outreach Plan via this Information Only Advice Letter No. 18.

## **II. Uber’s 2023-2024 Annual Outreach Plan**

D.23-02-024 requires any TNC that seeks an offset or an exemption to “submit its annual outreach plan via an Information Only Advice Letter no later than July 1 of each year.”<sup>1</sup> The annual outreach plan is required to contain “measurable goals, objectives, and benchmarks on outreach to disability communities, including to underserved multi-ethnic communities and where English is not the predominant language.”<sup>2</sup>

Uber’s 2023-2024 Annual Outreach Plan is attached to this Advice Letter No. 18 as **Attachment A**.

## **III. Effective Date**

Uber requests that this Information Only Advice Letter filing become effective on June 30, 2023.

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<sup>1</sup> D.23-024-024, Decision on Track 5 Issues, Feb. 27, 2023, at 68 (Ordering Paragraph 16).

<sup>2</sup> *Id.* at 67.

If there are any questions regarding this advice letter, please contact Adam Bierman at westregs@uber.com.

**I HEREBY CERTIFY UNDER THE PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOLLOWING ATTACHMENTS HAVE BEEN EXAMINED BY ME AND ARE TRUE, CORRECT AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.**

Respectfully submitted,

/s/ Adam Bierman

Adam Bierman  
Senior Counsel, Regulatory  
Uber Technologies, Inc.

Attachments

1. Attachment A - UberWAV California Access for All Annual Outreach Plan 2023 - 2024

# **ATTACHMENT A**

**UberWAV**  
**California Access for All**  
**Annual Outreach Plan**

**2023 - 2024**

# UberWAV Annual Outreach Plan

## 2023 - 2024

### I. Introduction

At Uber, we are committed to developing solutions that empower individuals and communities by enhancing mobility and access. Understanding the critical role of transportation in shaping lives, we aim to deliver innovative solutions that support everyone's ability to move freely and easily around their communities.

Uber is enthusiastic to continuously increase community readiness and adoption of our WAV approach, and we recognize the importance of increasing awareness and improving communication about accessible mobility.

This outreach plan, submitted pursuant to California Public Utilities Commission (CPUC) Decision 23-02-024, sets forth clearly defined goals and objectives that Uber will pursue to ensure impactful outreach efforts for UberWAV in California in 2023 and 2024. **The primary objective of Uber's annual outreach plan is to provide a roadmap to effectively raise awareness of and engagement with UberWAV across diverse communities in California.**

Uber appreciates the Commission's commitment to promoting the adoption of wheelchair-accessible vehicles, as demonstrated across its efforts to implement Senate Bill 1376, the TNC Access for All Act. Uber also strongly agrees with the Commission's position that TNCs should have flexibility in administering and revising as needed their annual outreach plan.<sup>1</sup>

By aligning our outreach efforts with the Commission's focus, we are focused on increasing awareness and utilization of Uber's wheelchair-accessible vehicle services, including in underserved, multi-ethnic communities.

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<sup>1</sup> D.23-024-024, Decision on Track 5 Issues, Feb. 27, 2023, at 44.

## II. Overview of UberWAV

UberWAV is an innovative request option provided by Uber that aims to enhance transportation accessibility for individuals with mobility needs. This specialized service seeks to ensure that passengers who require wheelchair-accessible vehicles (WAVs) can travel conveniently and comfortably.

Key Features of UberWAV:

**Dedicated Vehicles:** UberWAV connects riders to specially equipped vehicles that are wheelchair accessible, allowing passengers to board and disembark with ease. These vehicles are equipped with ramps or lifts to accommodate various types of wheelchairs and mobility aids.

**Trained and Supportive Drivers:** UberWAV-eligible drivers undergo specific training to assist passengers with disabilities for a safe and respectful experience. These drivers understand the unique needs of passengers with mobility challenges and are committed to providing assistance throughout the trip.

**Real-time Accessibility Information:** Through the Uber app, passengers can view essential accessibility information about their UberWAV vehicle before booking, including details about the type of accessible vehicle and any specific accessibility features available.

**Seamless Booking:** The Uber app enables passengers to request a WAV vehicle easily. The same user-friendly interface used for other Uber request options is applied to UberWAV, making it simple for passengers to select the WAV option and receive reliable and accessible transportation.

**Availability and Coverage:** UberWAV aims for broad availability to serve as many communities as possible. While coverage may vary by region, Uber continues to expand, as feasible, the availability of UberWAV to meet the transportation needs of individuals with disabilities.

By offering UberWAV, Uber reaffirms its commitment to providing inclusive transportation options. Through the convenience, safety, and accessibility of UberWAV, individuals with disabilities can enjoy greater independence and freedom of movement.

### **III. Outreach Plan Goals and Objectives**

**Uber’s strategy for 2023-2034** - To improve awareness of the UberWAV product and Uber’s accessibility efforts more broadly, Uber will engage in targeted outreach, build relationships and trust with stakeholder groups (and seek input and feedback from those groups), and leverage responsive marketing materials which will reach new constituencies.

#### **Goal 1 - Increase and improve engagement with target communities.**

- **Objective 1.1: Conduct initial email outreach to at least 20 stakeholder groups in each quarter** to raise awareness of the UberWAV offering and offer UberWAV feature presentations and engagement opportunities with an Uber employee.
- **Objective 1.2: Conduct tailored follow-up with responsive stakeholder groups**, highlighting the relevance of UberWAV’s features and addressing any specific questions from stakeholders or organizations.
- **Objective 1.3: Collect feedback from stakeholder groups in digital and virtual forms** of engagement and communicate input to relevant Uber teams.

#### **Goal 2 - Build relationships with organizations serving persons with disabilities (including in multi-ethnic communities where English is not the predominant language), and engage with those organizations to understand their constituents’ unique needs and challenges.**

- **Objective 2.1: Collaborate with local organizations on at least 4 joint outreach initiatives within 12 months.**
- **Objective 2.2: Conduct 4 focus groups or listening sessions with representatives from non-traditional disability communities within 12 months.**
- **Objective 2.3: Integrate findings from focus groups or listening sessions** into outreach materials and strategies to better serve these communities.
- **Objective 2.4: Engage consultants specializing in stakeholder outreach and participation** to optimize our interaction strategies.

### **Goal 3 - Increase awareness of UberWAV through marketing materials, including in languages other than English.**

- **Objective 3.1: Implement a targeted awareness campaign** about Uber’s accessible services in multi-ethnic communities where English is not the primary language.
- **Objective 3.2: Enhance language accessibility by providing multilingual support and resources** to ensure clear communication of Uber's accessible services.
- **Objective 3.3: Identify and pursue opportunities to effectively include information about UberWAV in general marketing materials** to broadly reach prospective WAV riders.

## **IV. Monitoring and Evaluation**

- Gather user feedback on the effectiveness of outreach efforts and materials.
- Adjust strategies and tactics as needed based on evaluation findings.
- Review any relevant WAV outreach survey data from CPUC to inform the UberWAV outreach program.
- Track and analyze quarterly progress on goals and objectives outlined above.

For 2023-2024, Uber’s outreach efforts will be focused on the geographic regions where it is actively working to improve reliability and availability of UberWAV in response to demand – primarily the greater Los Angeles area and the San Francisco Bay Area. Should opportunities emerge in other parts of the state, Uber will direct new outreach resources to those regions.

## **V. Conclusion**

By implementing this comprehensive annual outreach plan, Uber is building a thoughtful roadmap to increase awareness of its accessible services for persons with disabilities in underserved multi-ethnic communities. Building partnerships with local organizations, developing culturally-sensitive materials, and utilizing multiple outreach and engagement channels for targeted and general awareness should result in measurable progress in WAV awareness and adoption.

Uber is committed to accessible transportation and increasing awareness, amplifying visibility, and improving communication about these disability-friendly services.