

Uber

Submission on Victoria's commercial passenger vehicle industry reforms

Economy and Infrastructure Committee
Legislative Council, Parliament of Victoria
June 2019



Uber welcomes the opportunity to provide a submission to the Legislative Council's Economy and Infrastructure Committee on the Parliament's reforms to the Victorian commercial passenger vehicle industry.

Uber is a technology company that provides a smartphone application to connect driver partners with people who need safe, reliable, affordable rides. Founded in 2009, Uber now serves over 600 cities around the world, and facilitates more than fifteen million rides every day.

Since launching the Uber app in 2010, ridesharing has changed the way people move around global cities - connecting riders and drivers at the push of a button. Uber's technology has the power to transform the way we think about transport, infrastructure and urban development, and improve urban mobility and the quality of life for people living in cities around the world.

Uber is now available in 39 cities across Australia, with over 3.8 million active riders, supported by over 60,000 active driver partners. In Victoria, consumers and businesses have come to embrace on-demand transport across the State — from Mornington to Ballarat; Bendigo to Geelong. Today over one million Victorians use Uber to get from A to B on a regular basis or to access the food they love at the touch of a button. At Uber, we continue to respond to this consumer demand, with new investments in advanced pooling technology, new



product innovations and a bold new vision for transport — from micromobility to urban aviation.

This submission outlines how Victoria's reforms to the commercial passenger vehicle industry are helping millions of Victorians move better, and how technology has the opportunity to continue to benefit our cities and transit network. It also outlines Uber's vision for the future of transport, and details the new and exciting innovations that are flourishing in Victoria, all fuelled by Uber's ridesharing network - from Uber Eats to Uber Air.

Australian states like Victoria have led the world in openly regulating the point to point transport market, allowing for competition, complementarity and innovation between different types of point to point services. We welcome the Committee's review of these important reforms, and look forward to working with the Parliament and Government to ensure that Victorians continue to benefit from point to point transport.



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Uber in Victoria

Uber was started to solve a simple problem: how do you get access to a ride at the touch of a button? More than 10 billion trips around the world later, we're building products to get people closer to where they want to be, by changing how people, food, and things move through cities.

Today, ridesharing is an important part of the transport mix in the majority of major cities around the world - from Singapore to Paris, New Delhi to New York, Beijing to Sydney.

Since launching the Uber app in Australia, ridesharing has had a profound impact on the way people move around our cities. From innovative technology to help cities move better, to supporting local Australian restaurants by connecting them to consumers who love their food, technology has provided new choices and opportunities to millions of Australians.

Since launching in Melbourne, ridesharing has become a popular way for Victorians and visitors to get around the State. In Victoria alone, we now see over 1.4 million riders actively using the Uber app, and tens of thousands of driver partners regularly sharing rides. Further, the average time spent waiting for a car to arrive is under 4 minutes - similar to what we see in other major metropolitan markets - and visitors from over 80 countries have used the Uber app in recent months, demonstrating just how popular the Uber app is for tourists visiting the State.

Of course, there are still many opportunities to further unlock the potential of ridesharing in Victoria - from working together to enable the use of new modalities, to innovative transport partnerships that complement existing public transport services leading to increased efficiencies and cost reductions.

Reforms to the commercial passenger vehicle industry

When Uber was conceived in 2008, the global point to point transport offering was very different to what it is today.

In Victoria, Uber strongly supported the Parliament and Government's proposal to review and redesign the State's legislative and regulatory framework for point to point transport. We worked closely with the Government - and all sides of politics - to



encourage and support modern regulations that were fit for purpose, and better suited the needs of Victorian consumers.

Victoria's response was consistent with a global movement to refresh and renew point to point transport services for the benefit of the travelling public - from Sydney to Paris, Hobart to Los Angeles.

The Victorian reforms have struck the right balance between the need for strong safety processes, protections for both consumers and industry participants, and the flexibility to deliver innovation for customers. Whilst we note that the obligations for Booking Service Providers (BSPs) in Victoria exceed the requirements in other comparable jurisdictions, for example New South Wales, we also acknowledge that this system has been operating effectively, and has provided a good balance for Victorians who rely on the industry.

As a customer-focused company, we continue to strive to do more for all our customers - including both driver partners and riders - and there are always opportunities to do more to improve the regulatory environment. We will continue to work with the Department of Transport to ensure that industry has the flexibility to deliver better offerings for consumers.

To date, the State's reforms to the commercial passenger industry have provided Victorians with a renaissance in point to point transport, both growing the overall market (including taxi), providing new offerings, and paving the way for innovations for the future of transport.

We look forward to continuing to work with the Parliament to ensure Victorians can continue to benefit from these important reforms.

But for Uber, point to point transport is just the beginning. We now have the opportunity to leverage technology to deliver more innovative and efficient solutions to the Victorian community.

Complementing public transportation

Public transport is the mobility backbone of cities around the world. It is also an essential option for people without personal vehicles, an important alternative to driving for car owners, and an integral part of making cities more accessible and sustainable.



Ridesharing complements and extends the reach of public transport, and for the first time makes carpooling a reality at scale, reducing congestion and emissions.

In London, 4 in 10 Uber trips start or end within 200 metres of a tube stop, and 20 per cent of Uber trips start or end in an area underserved by public transport.

Similarly, in London people are also combining the new Night Tube service and Uber to get home. In the six weeks following the launch of this service, a number of stations within Zone 1 saw a decline in pick-ups during Night Tube hours, while those outside Zone 1 starting near Night Tube stations rose by 63 per cent, and Uber trips starting within 200 metres of Night Tube stations increased by 22 per cent. This shows that people are using the Night Tube in London to get out of central areas in the early hours before relying on Uber to travel the last mile safely home.

In Australia, over 60 per cent of Uber trips start or end in a public transport desert.¹ And almost half of all trips are one-way, implying that for some suburbs, for at least part of the day, public transport is unavailable to cover either the outbound or return leg. In this way, ridesharing complements public transport where reliable service is unavailable. Ridesharing provides a flexible and scalable solution to the 'last mile' problem, connecting riders from their door to a transport hub.

We know that areas with limited transport access are often the least well off neighbourhoods. A 2015 Harvard study found that the single biggest factor in determining whether someone can escape poverty is not crime rates or school test scores, but commuting time.² Limited access to transport is also linked to higher unemployment.³

Uber is working to improve access to low cost transport by extending the reach of the public transport network, connecting individuals to jobs within and across metropolitan areas, and helping unlock economic opportunity for more Victorians.

¹ Deloitte Access Economics, [Economic effects of ridesharing in Australia](#), July 2016.

² Raj Chetty and Nathaniel Hendren, Harvard University, Equality of Opportunity project, 2015 http://www.equality-of-opportunity.org/images/nbhds_exec_summary.pdf

³ NYU Rudin Center, <https://wagner.nyu.edu/files/faculty/publications/JobAccessNov2015.pdf>



UBER EXTENDS EXISTING PUBLIC TRANSPORTATION IN MELBOURNE

Lines represent Uber trips that began or ended near rail stations.

• RAIL STATION
— UBER TRIPS

Data from the city of Melbourne between August 1st and August 7th, 2016. Completed trips only. Points have been jittered for privacy. Actual trip routes have been replaced by routes generated using open source routing process. Stations © OpenStreetMap contributors. For more visit <http://www.openstreetmap.org/copyright>

This phenomenon was reflected in a recent New South Wales Independent Pricing and Regulatory Tribunal (IPART) survey of point to point transport which found that in 2018, “the use of ridesharing in urban areas outside Sydney (Newcastle, Wollongong, Gosford and Wyong) more than doubled from 10 per cent to 28 per cent”, showing a vast improvement in urban mobility for those in traditionally underserved areas.⁴

Solving for the first and last mile

A key barrier to more people taking public transport is the “first and last mile” gap, or the distance between someone’s home and rail or bus station.

Uber sees ‘first and last mile’ solutions as an important part of the future transport mix, supported by strong partnerships between governments and point to point transport providers. We envision a multi-modal transport ecosystem whereby passengers leverage point to point transport for first/last mile travel to complement their public transport journey.

In 2014 more than half (54 per cent) of Australians said that the reason they do not use public transport was that there was no service or none at the right time.⁵ Moreover,

⁴ <https://www.ipart.nsw.gov.au/Home/Industries/Transport/Taxis/Point-to-Point-Transport-Survey/Information-Paper-Survey-of-Point-to-Point-Transport-Use-November-2018>

⁵ McCrindle Research, [Getting to Work](#), February 2014.



existing and new public transport solutions may not be sufficient to meet future demands as Australian cities grow in geographical size and population.

In response, as an alternative to traditional remedies to the first/last mile problem like commuter carparks, some governments around the world have started turning to on-demand transport solutions that can flexibly adapt to commuter behaviour and provide a service that is tailored to individuals. Alternative solutions such as ridesharing services and mass-scale carpooling are often more cost effective and more efficient than investments in fixed infrastructure projects.

In the UK, Uber has partnered with Mobicia, London's leading bus times app with almost one million users per month. Uber is now integrated into the Mobicia experience, enabling customers to order a ride via the Uber app to the nearest convenient bus stop for their onward journey, improving access to public transport, especially in areas that are beyond an easy walk to the bus.

In Australia, Uber has collaborated with Transport Canberra to provide Late Night Rapid bus passengers with a \$10 discount if they used Uber to travel to and from bus stops, effectively extending the reach of the bus network. This was launched over the 2016 New Year period and is now operating for its third year.





Growing the pie: more options for consumers

By meeting riders where they are located, on-demand, ridesharing has also created an entirely new transport option, growing the whole category of point to point transport and complementing the transport network.

In the same NSW IPART survey of point to point transport use, it was revealed that “even with the increase in ridesharing, the use of taxis have remained largely stable over the past year.”⁶ This is indicative of the fact that users perceive ridesharing to be a new, distinct mode of transport - growing the pie and making transport more available.

Advanced carpooling systems and UberPool

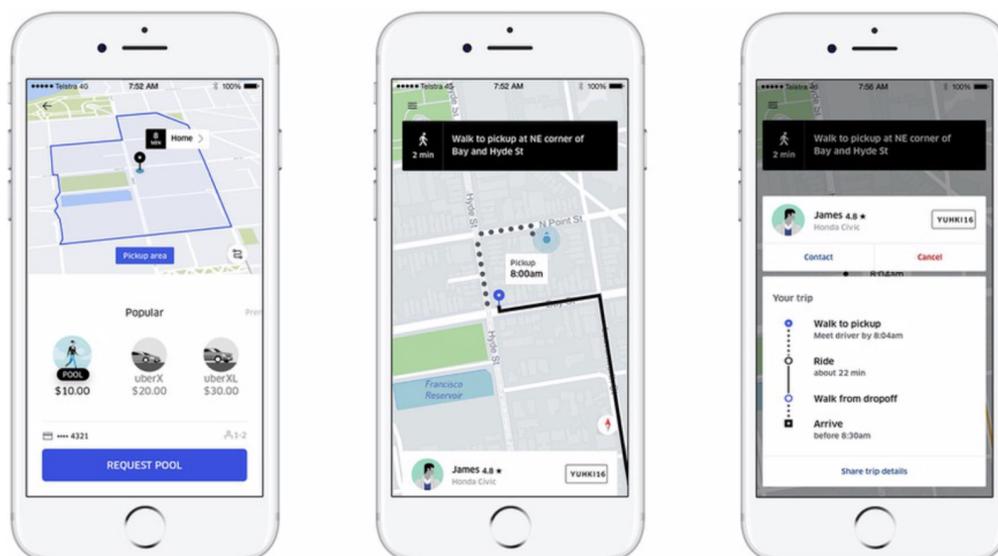
Perhaps most importantly, smartphones have made carpooling possible at scale for the first time. One of the products we have in placed in large cities, UberPool, makes it easy for people headed in the same direction at the same time to share the journey, getting more people in fewer cars.

In Australia, UberPool is now available in both Melbourne and Sydney.

Only seven months after our initial launch, we saw a growing number of Uber trips in Melbourne’s core area now UberPool trips, saving millions of kilometres of car journeys. In the time since launch, if Uber riders had driven alone instead of sharing their rides using UberPool, we estimate that 1,735,000 more kilometres would have been travelled, consuming more than 173,000 extra litres of petrol and emitting 400 tons (440 US Tonnes) of carbon dioxide.⁷

⁶ <https://www.ipart.nsw.gov.au/Home/Industries/Transport/Taxis/Point-to-Point-Transport-Survey/Information-Paper-Survey-of-Point-to-Point-Transport-Use-November-2018>

⁷ This assumes that the vehicle is a Toyota Camry, consuming at a rate of 10L per 100KMs, link here: <http://www.myrta.com/online-services/drive-green/je/drive-green-help.html>. Toyota Camrys do the most trips out of any vehicle make, model.



In the long term, Uber believes that the future of transport will be shared, automated and electric, and that the best cities will combine great public, active and shared modes of transport to produce positive outcomes for communities.

A report conducted by the International Transport Forum - a research arm of the OECD - describes a future in which all trips are completed by a fleet of shared-use vehicles in a configuration similar to UberPool. The report predicted that such a model would result in congestion disappearing, a 33 per cent reduction in traffic emissions, and that the distance driven by shared cars would be 37 per cent less than today, even during peak hours.⁸ This has now been used as a basis to complete modelling and shared mobility simulations for Auckland.⁹

Over time, in UberPool, these trips become a perpetual ride: a driver picks up one person, then another, then drops one off, then picks up another. It is on demand, hyper convenient and more affordable because the cost of the trip is shared. That makes it less expensive than owning a car and a real game-changer for cities - by providing a convenient, cost effective alternative to ownership, we can start to reduce the total number of cars.

Pooling technology is about using private cars for public good, because by getting more people in fewer cars, we can increase urban mobility and help reduce congestion and pollution over time, all within existing taxpayer resources.

⁸ International Transport Forum (ITF), Shared Mobility: Innovation for Liveable Cities, May 2016.

⁹ International Transport Forum (ITF), Shared Mobility Simulations for Auckland, Nov 2017.



Urban planning and Uber *Movement*

Cities and regulators should embrace technology in their efforts to tackle big problems like congestion. That means harnessing not only the technology they can deploy themselves, but also third party technology which can help deliver solutions at scale.

Over the past eight years, we have learned a lot about the future of urban mobility—and what it means for cities and the people who live in them. We have seen how more access to transportation and the use of private cars for public good can change both where and how we live for the better.

In select jurisdictions around the world, including Melbourne, Uber has also launched *Movement*, a website that uses Uber's data to help urban planners make informed decisions about our cities.¹⁰

Uber trips occur all over cities, so by analysing a lot of trips over time we can reliably estimate how long it takes to get from one area to another. Since Uber is always available, we can compare travel conditions across different times of the day, days of the week, or months of the year, as well as how travel times are impacted by big events or road closures.

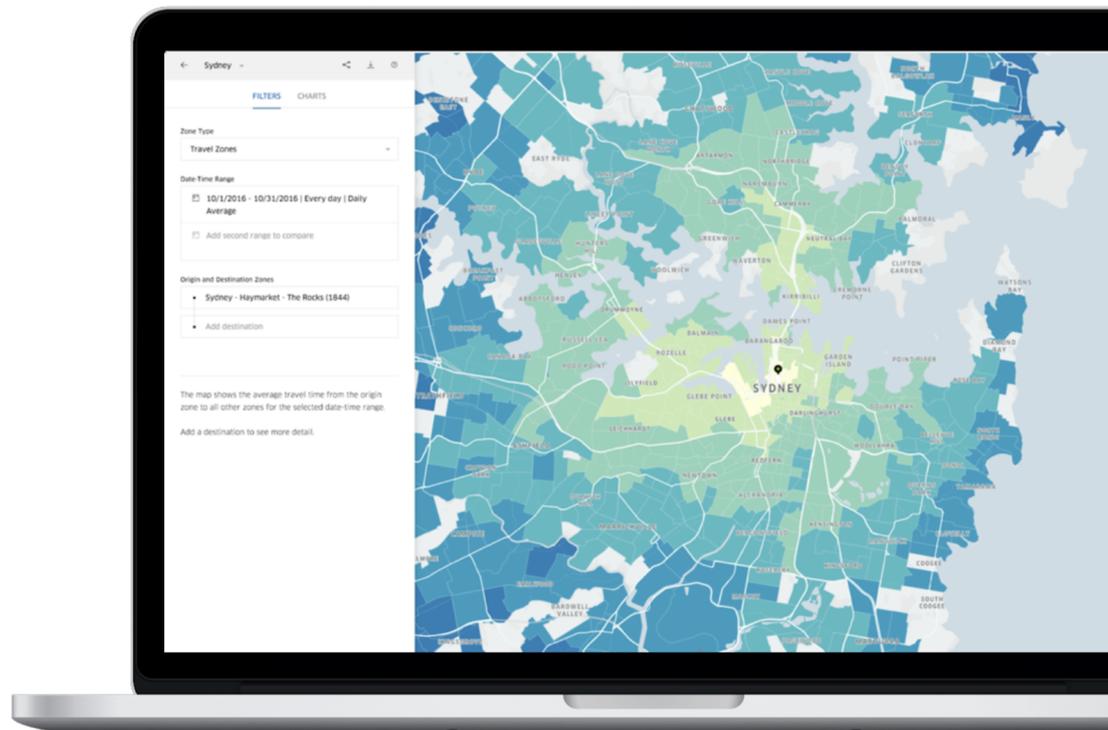
For city officials, *Movement* gives detailed historical insights to enable them to measure the impact of road improvements, major events, new transit lines and new traffic policies. For planners and policymakers, the tool enables them to conduct complex analysis on transportation patterns, which allows for better decision making around future infrastructure investments.

In October 2016, Uber and Infrastructure Partnerships Australia (IPA) first partnered to provide new insights on how our major cities move through the launch of the IPA Transport Metric. Leveraging *Movement* data, Uber and IPA monitored the impact of planning and infrastructure decisions on real journey times in Melbourne, Sydney, Perth and Brisbane.¹¹

This is only the first step. City planners face a myriad of challenges, and we hope to help tackle more of them over time. We are excited to partner with city officials, urban planners and research organizations to continue building features that today's transportation planners need.

¹⁰ Uber [Movement](#).

¹¹ Infrastructure Partnerships Australia, Australian Travel Time Metric, 2017.



Safer roads

Each year nearly 1.3 million people around the globe die as a result of road traffic crashes.¹² Left unchecked, road injury will likely become the seventh leading cause of death around the globe.

Uber wants to continue to be a part of the solution and we're deeply committed to the safety of not only the people who access the App to ride, drive and deliver, but also for everyone who shares the road. We believe technology can help save lives and address some of the biggest challenges we face on the roads.

¹² <https://www.who.int/news-room/fact-sheets/detail/road-traffic-injuries>



In Australia, a new study from Empirica Research found that 3 in 4 Australian riders believe Uber helps reduce drink driving in their community and for those who drive. An extraordinary 78 per cent say it's helped them personally avoid drink driving.¹³

Australian riders also reported that what they found most valuable about Uber was that they could get an affordable ride, any time during the day or night. More than a quarter of Australian riders said they were more comfortable going out socially now that Uber is available, and almost half report they are less likely to drive themselves on a night out.

Uber has partnered with organisations such as DrinkWise in Australia and Cheers in New Zealand to raise awareness about alternatives to drunk driving.

This comes after a range of new safety features were rolled out on the App in 2018, including Spotlight which makes it even easier for riders to identify their ride, and the Safety Toolkit which includes the Emergency Button connecting riders and drivers to 000, and the ability to share your trip with Trusted Contacts.

Partnering with Uber

As well as providing safe and affordable rides, and a convenient option for food delivery, Uber has created additional economic opportunities for those who want to make money and work flexibly. In Victoria, we see over 30,000 driver and delivery partners using Uber to find work each month.

In our September 2018 survey of Australian driver partners who were regularly using the App, they told us there were two key motivations to drive with Uber: the first is the need for flexibility to choose their own hours; and the second is to supplement existing income.

Of the drivers surveyed, 93 per cent said it was flexibility that was the main attraction.

Thanks to the genuine two way flexibility offered by app based work, Uber can also help people who have traditionally struggled to find meaningful, reliable work. This is reflected in our driver partner demographics. The ten suburbs in Melbourne with the highest number of resident Uber driver partners are also suburbs with a mean unemployment rate of approximately 9 per cent - well above the national average of 5 per cent - suggesting that Uber provides earning opportunities for communities that need them most.

¹³ <https://www.uber.com/en-AU/newsroom/ausdrinkdriving/>



Uber can also present an accessible earning opportunity for people with a disability or access needs, who may have otherwise been shut out of other opportunities. Even in times of high employment nationally, the unemployment rate for people with a disability can be much higher than the national average. The Uber app has products designed specifically for Deaf and Hard of Hearing driver partners, and people who have mobility disabilities who use modified hand controls are encouraged to apply to become driver-partners.

Technology such as visible and vibrating alerts and features such as the ability to enter a destination or SMS your driver ahead of your trip, ensure effective communication between the rider to the driver partner. The Uber Partner App signals a new trip request with a flashing light in addition to the existing audio notification. These, and a number of similar features, were developed following extensive conversations with Uber's Deaf driver partner community, who helped identify improvements in the driving experience.

Uber has also been investing in providing additional support and protection for partners, as well as new features in the App to give more peace of mind while on trip - from fatigue management, to 'Share My Trip' features, to the in app safety toolkit, to all our core features like GPS tracking and 24/7 support.

In December 2018 Uber launched a new partner support and protection package for more than 80,000 driver and delivery-partners across Australia. The protection package extends new benefits to our partners through an insurance agreement with Chubb for any on-trip accidents, providing different types of payments for death and disability or if they are injured and unable to work. This insurance cover is market leading in the on-demand economy and is provided to delivery and driver partners at no additional cost.



Uber in the future: what's changing, and what's next?

Technology has changed the way we live. Take the smartphone - a tool that has made the previously impossible, possible.

Just ten years ago an iPhone lacked the battery power for a service like Uber to function. Today, over 60 per cent of all internet traffic comes from mobile, and half of that is driven by apps.

Urban transport has also experienced its own revolution, with ridesharing apps allowing riders to connect with drivers through an app by just pushing a button. Passengers no longer need to call and book, or stand on a street corner or queue in a taxi stand hoping a taxi will come along. Within an average of around four minutes in Australian metropolitan cities, you can now get ride from A to B at the touch of a button.

These innovations all have one thing in common - they rely on Uber's important ridesharing network as the backbone of their operations. From Uber Eats, to Uber for Business, to Uber Air - ridesharing and a progressive regulatory environment for the commercial passenger vehicle industry is critical to their current and future success.

Business and ridesharing: U4B

Business travellers around the world have embraced ridesharing and Uber as an easier and more cost-effective way to get travelling staff from A to B. With Uber for Business, companies can control access and monitor trip activity, including tagging trips with an expense code, creating customisable ride policies that set when and where employees can ride, and designing customisable trip reports that include details businesses need to keep track of and analyse travel spend. Small and large businesses, as well as government clients have embraced this approach to travel management.

In February 2016, the Australian Bureau of Statistics (ABS) became one of the first government agencies in Australia to establish a formal ride sharing policy after careful and extensive consultation.



Richard Grigg, Assistant Director of Business Services, discovered that simple in-App features of Uber for Business – like the ability to simply and clearly separate personal and business trips when using Uber – took pressure off employees and significantly reduced the possibility of making a mistake on the App. The result of this behavior shift is a projected saving of approximately 14 per cent of the annual ABS ground transport spend.

Supporting Australian restaurants: Uber Eats

Uber Eats is supporting the growth of Victorian restaurants, connecting them to a growing customer base via a virtual storefront. Across the state, thousands of restaurants – from local small businesses to international chains – partner with Uber Eats to deliver their food to customers quickly and reliably.

Using our technology, restaurants are able to pursue new business opportunities – from delivery-only kitchens to chef-driven pop-ups – using Uber Eats as a virtual storefront as a way to reach more customers with lower overhead costs.

One of the many examples of the opportunity Uber Eats creates is Vietnamese restaurant Mister Minh, who has thrived as a result of their partnership with Uber Eats. Minh Chu, who previously owned Vietnamese restaurant Binh Minh, opened a commercial kitchen in 2016 for the sole purpose of delivering meals via the Uber Eats app.





Since then, Minh Chu has been delivering his authentic Vietnamese food to thousands of loyal customers, and has become one of the most popular restaurants on the Uber Eats platform. Following the success of his delivery only kitchen, in March 2018, Minh opened a full service restaurant and bar on Bridge Road in Richmond under the same name, Mister Minh. Minh's restaurant seats 100 people and is open for lunch and dinner seven days a week, and he continues to use Uber Eats exclusively for delivery.

Mobility as a Service (MaaS)

Uber sees the future of transport as connected, integrated and seamless, with the ability to push a button and get from A to B using multiple transport offerings - all done by leveraging technology to make the experience as frictionless as possible. Imagine pressing a button to take an UberPool to a train station, get on a train, and take an eBike or eScooter to get you the 'last mile' to the office - all arranged, scheduled and paid for using a single app.

Mobility as a Service (MaaS) is the aggregation of multiple transport mobility solutions into a unified service or app.

At its simplest level, MaaS offerings combine transportation services from public and private transportation providers through a single app - from point to point transport through to bike sharing, public transport integration and even urban aviation. This represents a shift away from individual, siloed, modes of transport toward a convenient, seamless point of activation for users.

In early 2018, Uber announced the first-ever App integration with the Regional Transportation District (RTD) in Denver. Riders in Denver can now plan their transport journey with real-time information and end-to-end directions - including making payments to purchase and use RTD tickets - all through the Uber app.

Uber looks forward to continuing to work with governments across Australia to develop innovative, integrated solutions that put the consumer first.



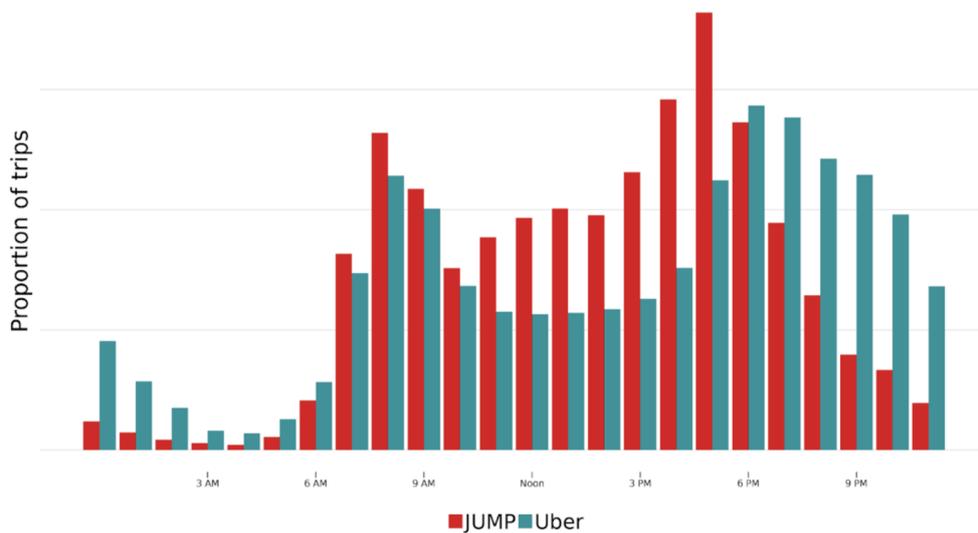
New modalities and micro-mobility



At Uber, our goal is to reduce personal car use by providing alternative ways to get around efficiently and sustainably. Until recently, Uber primarily meant ridesharing and pooling in a car. In February 2018, Uber expanded its focus to new modalities, with riders in San Francisco given the option to book a JUMP bike — an electric-assist smart bike — using the Uber app. For the first time, riders could choose seamlessly between two very different transportation modes in our app.

The results of offering micromobility alternatives has been encouraging. Overall, trip frequency (Uber + JUMP trips) increased by 15 per cent after their first JUMP ride. The entire increase can be attributed to the use of JUMP Bikes; Uber trips actually declined by 10 per cent. During the workday (8am to 6pm, Monday to Friday) when congestion is at its worst, this decline in early adopters' Uber trips was even higher, 15 per cent.

To sum up, JUMP bikes were popular with these early adopters and some Uber trips, especially during congested periods, were replaced by JUMP trips. This is a promising early sign of the ability of micromobility to alleviate congestion and reduce car trips.



Under this multimodal suite of transport, passengers are able to switch seamlessly between modes and reliably get to their desired destination.

Uber is committed to working with government partners to explore the application of innovative vehicles and micromobility solutions in Australia.

Partnering with government and on-demand public transport (ODPT)

Uber has been considering mechanisms to leverage our pooling technology to make other forms of existing transport, for example bus networks, more dynamic and efficient. By applying our technology to existing bus services, we will see the development of On Demand Public Transport (ODPT) offerings - a way of travelling that is responsive and flexible, whereby customers can request and pay for a public transport trip via the Uber app.

These services can help governments provide better access to transport for more people in the community, in a cost effective way. ODPT drives efficiency for riders and government through our matching technology, and is set at a comparable price to public transport (through government subsidies, but with a total fare comparable to or more competitive with traditional forms of public transport). It can also be provided with vehicles that were not traditionally part of the public transport ecosystem such as shuttles or sedans.



Already, a number of Australian governments are exploring how other models of shared transport can positively impact urban mobility. In New South Wales, Uber was recently selected as a successful incubatee as part of the Transport for NSW (TfNSW) Mobility as a Service Innovation Challenge. The initiative that Uber developed in conjunction with TfNSW is a pilot program in which Uber is providing a discount for riders taking UberPool trips within a service geofence in Manly, coupled with a 20 per cent discount on Captain Cook ferry trips from Manly to Barangaroo (CBD) during commuter hours. This means riders can leave their car at home and save time trying to find a parking spot, helping reduce congestion and emissions.

At scale, on demand services like this have the capacity to dramatically increase the efficiency of existing public transport networks. We are excited to continue this conversation with governments around the country in order to activate these initiatives and improve public transport for all Australians.

Self-driving technology

At Uber we believe the future of mobility is increasingly sustainable, automated, and shared.

We are working with riders, partners, government, and industry bodies to create the safest possible self-driving vehicles and make them a reality on the Uber network. Currently, Uber's Advanced Technologies Group is focused on developing safe self-driving technology and bringing it to market in the United States.

We believe that automated driving technology can be:

- **Safer** - Self-driving vehicles have the potential to drive more safely than a human driver. Computers can look in all directions at once, and they don't get distracted, fatigued, or impaired.
- **More cost-efficient** - Operated in shared fleets at scale, self-driving cars can be cheaper to operate than human-driven cars, improving the economics of ridesharing relative to personal car ownership.
- **More time-efficient** - Riders who now spend time driving on congested freeways can reclaim this time for work or leisure. If sharing reduces congestion, these riders can also have shorter commutes.
- **More space-efficient** - As more people share rides, the number of parking spaces required could fall, parking lots could shift out of cities to make room for other uses, and curb space may need to be more efficiently allocated.



- **More equitable than existing transportation options** - Shared, automated mobility can work to extend the reach of public transit and bridge the first/last mile gap in areas typically underserved by transit systems, and for certain populations like people with disabilities, youth, and seniors.
- **Better for the environment** - When combined with automated driving technology, appropriate policies that incentivize sharing, improve fuel efficiency, and discourage driving without any passengers have the potential to take cars off the road.

Demand for reliable transportation continues to grow and, in order to be reliable, we believe ridesharing will be a hybrid for a long time—with rides provided by drivers and self driving vehicles.

As we think about bringing this technology to scale in shared fleets, we recognise the value of consistent regulation across state and, where possible, national boundaries, including clear and consistent roles for federal, state, and local government.





Uber Air and the future of urban aviation



The Uber Elevate team is transforming the world into one that is simultaneously safer and more efficient through aerial ridesharing at scale.

Uber Air is an initiative with the aim to create on-demand, urban aviation options via all-electric aircraft on the Uber network. Riders will push a button and get a flight via Uber Air. Uber Air will be a mass-market product serving daily and casual commuters as an alternative to driving into and out of congested urban areas.

Uber's goal is that from 2023, our customers will be able to utilise this service from a network of shared, electric vertical take-off and landing (eVTOL) aircraft.

To make this possible, Uber Air's ambition is to begin demonstrator flights from 2020 in three cities: Los Angeles, Dallas and a third international city. In early 2018, Uber opened a call for cities to express interest in being the third Uber Air trial city, and Melbourne was shortlisted as a potential trial location.

After working closely with the Victorian Government, a number of key partners and federal aviation regulators - namely the Civil Aviation Safety Authority (CASA) and Air



Services Australia - Uber announced that Melbourne has been selected as the first international trial city for Uber Air.

In announcing the selection of Melbourne at the 2019 Elevate Summit in Washington, Uber's Regional General Manager, Susan Anderson, said, "We were looking for a place that has a forward-looking regulatory regime, that supports innovation and where a product like Uber Air can have a positive impact - improving how people live and work in their cities... Australia's approach to regulation at every level has been an important part of this decision."

On-demand aviation has the potential to change the way we think about urban transportation, and radically improve urban mobility by giving people back time lost in their daily commutes. Uber Air represents a unique opportunity for Australia - including the local businesses Uber would partner with - to be part of the development of this innovative technology. We are excited to continue working with the Victorian Government and our partners on this exciting initiative.

Conclusion

In Victoria today, over one million Victorians are embracing the positive benefits of Uber from making affordable transport more accessible and complementing public transport, to helping people get the food they want at the touch of a button.

We're committed to investing even more in Victoria, including leveraging new technology like UberPool to get more cars off the road, designing city partnerships on first and last mile solutions and on-demand public transport as well as in our bold vision for the future of urban aviation and food delivery.

The Parliament, Committee and the people of Victoria have recognised ridesharing as an important part of the Victorian transport mix, helping people get from A to B. It is clear that Victoria's reforms to the commercial passenger vehicle industry have played an integral role in unlocking new innovations and significant opportunities for all Victorians - from pooling technology, to Uber Eats, to Uber Air.

We look forward to continuing to work closely with the Committee, Parliament and Government to ensure that the industry goes from strength to strength, and that consumers to continue to benefit from developments in this important industry.