



Uber Technologies, Inc.  
1725 3rd Street  
San Francisco, CA 94158  
uber.com

July 1, 2024

Uber Technologies, Inc.

PSG0038150

Advice Letter No. 26

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. 26 (2024 - 2025 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 2024-2025 Annual Outreach Plan via this supplemental Information Only Advice Letter No. 26.

## **II. Uber’s 2024-2025 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 2024-2025 Annual Outreach Plan is attached to this Advice Letter No. 26 as **Attachment A**.

## **III. Effective Date**

Uber requests that this Information Only Advice Letter filing become effective on July 1, 2024.

---

<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.

July 1, 2024  
Uber Technologies, Inc.  
PSG0038150  
Advice Letter No. 26

If there are any questions regarding this advice letter, please contact Alexander Larro 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/ Alexander Larro*  
Alexander Larro  
Counsel, Regulatory  
Uber Technologies, Inc.

Attachments

1. Attachment A - UberWAV California Access for All Revised Annual Outreach Plan 2024 - 2025

# **ATTACHMENT A**

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

**2024 - 2025**

## I. Introduction

Uber is dedicated to ensuring that all individuals, regardless of their physical abilities, are aware of and can engage with reliable transportation options. We understand that transportation is a key factor in personal independence and community participation. Our commitment to inclusivity drives us to continually improve and innovate our outreach efforts to better meet the needs of all users.

The 2024-2025 outreach plan builds upon the insights and experiences gathered from our 2023-2024 outreach efforts. Informed by feedback from diverse communities and stakeholders, we have modified and enhanced this year's plan to address the evolving needs of our users.

Our commitment to community readiness and adoption of UberWAV remains unwavering. We understand the importance of raising awareness and improving communication about accessible mobility options. This outreach plan, aligned with the California Public Utilities Commission (CPUC) Decision 23-02-024, outlines clear, measurable goals and objectives that will guide our efforts in promoting UberWAV throughout California in 2024 and 2025. **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.**

Reflecting on our outreach efforts in 2023-2024, we gained invaluable insights that have shaped our strategy for the upcoming year. One of the key lessons learned was the power of network amplification through strategic partnerships. By engaging with a single group and leveraging their networks, we were able to significantly extend our reach and impact. Additionally, we found that utilizing diverse communication platforms, particularly social media, was highly effective in raising awareness and engagement across different demographics.

Understanding the unique characteristics and challenges of each region also proved crucial. This regional customization allowed us to tailor our outreach efforts more effectively, ensuring that our strategies were relevant and impactful. Moreover, we recognized the importance of targeted communication strategies and the value of building strong community partnerships. Culturally relevant messaging emerged as another vital component in our approach, helping us to better connect with and serve underserved and multi-ethnic communities.

Uber values the Commission's dedication to advancing wheelchair-accessible vehicles, as emphasized by Senate Bill 1376, the TNC Access for All Act. We share the Commission's belief in the flexibility of TNCs to adapt and refine their outreach strategies as needed. By aligning our efforts with the Commission's objectives, we aim to significantly increase the visibility and utilization of UberWAV services across California's diverse communities.

Our enhanced outreach plan for 2024-2025 reflects a deeper understanding of community needs and a strengthened commitment to focused and inclusive outreach initiatives. We are dedicated to driving positive change and fostering a more engaged and informed transportation landscape.

## **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 2024-2025:** 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 feedback from those groups), and leverage general marketing channels to reach new constituencies.

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

- **Objective 1.1: Conduct initial targeted email outreach to at least 25 stakeholder groups per quarter (100 per year)** to raise awareness of the UberWAV feature and offer UberWAV feature presentations and engagement opportunities with an Uber employee.
- **Objective 1.2: Conduct at least 2 tailored follow-up meetings with responsive stakeholder groups per quarter (8 per year)**, highlighting UberWAV's features and addressing any specific questions from stakeholders or organizations. To foster engagement, implement a strategy where stakeholders are encouraged to connect Uber with their partner organizations, facilitating inclusive virtual roundtables to maximize resource utilization and cross-group dialogue.
  - Uber will aim to respond to every responsive stakeholder group. However, given resource constraints, Uber cannot commit to meeting with every responsive stakeholder group.
- **Objective 1.3: Collect continuous feedback from stakeholder groups and riders in digital and virtual forms of engagement** (via in-app support for riders, Uber's [custom feedback form](#), email input).
  - Uber will continue to monitor the listserv we've created to collect feedback for WAV in California.

#### **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 one joint outreach initiative per quarter (4 per year).**
- **Objective 2.2: Conduct at least 1 focus group or listening session per quarter (4 per year) with representatives from non-traditional disability communities, ensuring broader representation and deeper insights into diverse needs.**

- **Objective 2.3: Engage at least 1 consultant specializing in stakeholder outreach and participation annually** to optimize Uber’s interaction strategies.

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

- **Objective 3.1: Increase languages that Uber’s multilingual materials are provided in (currently English, Spanish, Mandarin),** by also translating them to Tagalog and Vietnamese by Q1 2025.
- **Objective 3.2: Launch at least one mass email campaign per month** highlighting UberWAV (with aim to reach **at least 35,000 riders per quarter**)

**Objective 3.3: Publish at least one piece of social media content per quarter** promoting UberWAV (with aim to reach **at least 100,000 impressions per quarter**)

- This activity could occur via Uber’s US X (Twitter), LinkedIn, and/or Instagram accounts, which serve as general marketing channels for the United States, including California.
- **Objective 3.4: Partner with a social media influencer** to raise awareness of UberWAV and accessibility issues more broadly, targeting different demographics and interest groups.

#### **IV. Monitoring and Evaluation**

- Gather user feedback on the effectiveness of outreach efforts and materials.
- Adjust strategies and tactics as needed based on qualitative and quantitative findings from outreach efforts.
- 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 and report on progress toward each objective in public quarterly filings.

For 2024-2025, Uber’s outreach efforts will concentrate on the geographic regions where it is actively working to enhance the reliability and availability of UberWAV in response to demand, specifically the greater Los Angeles area and the San Francisco Bay Area. Uber is cautious about expanding outreach in regions where riders are less likely to be matched with a WAV, as this could lead to a poor rider experience. However, if opportunities arise in other parts of the state, Uber will increase outreach efforts in those areas.



## **V. Conclusion**

By implementing this comprehensive annual outreach plan, Uber is establishing 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 remains committed to accessible transportation, increasing awareness, amplifying visibility, and improving communication about these disability-friendly services.