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# Safety Advisory Board

## Notes

### PHIL

<b>Session Name</b>	<b>Introduction to Trust &amp; Safety Team</b>
<b>Overall thoughts</b>	
<b>Link to deck (to share with SAB members)</b>	<a href="https://docs.google.com/a/uber.com/presentation/d/12ftA7u_8qiARBZr1pwDnKY-ITNIWDHVK96U6jukO3M/edit?usp=drive_web">https://docs.google.com/a/uber.com/presentation/d/12ftA7u_8qiARBZr1pwDnKY-ITNIWDHVK96U6jukO3M/edit?usp=drive_web</a>
<b>Other notes</b>	

### JEANA

<b>Session Name</b>	<b>Prevention</b>
<b>Overall thoughts</b>	See deck for details covered in presentation.
<b>Link to deck (to share with SAB members)</b>	<a href="https://docs.google.com/a/uber.com/presentation/d/1qagc9F2dYw-IMjPxurY_jXFvp73rOjLyqqKGqjpEfgg/edit?usp=drive_web">https://docs.google.com/a/uber.com/presentation/d/1qagc9F2dYw-IMjPxurY_jXFvp73rOjLyqqKGqjpEfgg/edit?usp=drive_web</a>
<b>Other notes</b>	

<b>Session Name</b>	<b>Road safety</b>
<b>Overall thoughts</b>	Notes from discussion with John Barton at end of presentation: Cultural tolerances / expectations around dangerous driving differ by city: <ul style="list-style-type: none"><li>• In certain cities (e.g. Dallas), riders will want drivers to take higher risks. John says this is less important than being able to prevent dangerous things from</li></ul>

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	<p>happening</p> <ul style="list-style-type: none"> <li>• Important to try to reduce complaints, but should be more focused on reality (ask specific questions of riders to get closer to specific issues)</li> <li>• John suggests using telematics for real-time intervention with drivers in relation to road segments (e.g. cars ahead of you are slowing down, you should slow too)</li> <li>• Important to message drivers about unsafe driving even if the behavior may lead to an event where that driver is not at fault (e.g. being rear ended)</li> <li>• Universally, people are taking on more risk as driving population has become more risk tolerant - driving with less space between vehicles, and then when people who aren't used to that environment drive with more care their behavior is actually less safe</li> </ul> <p>How to intervene / message drivers</p> <ul style="list-style-type: none"> <li>• Initial entre into messaging should lean toward the positive, then adjust if you continue to see bad behavior (if the carrot doesn't work, go to the stick)</li> <li>• Sometimes all of us need harder interventions (personal environment specific)</li> </ul> <p>Question from JB: Is there value in partnering with other data collecting communities (e.g. Waze)?</p> <ul style="list-style-type: none"> <li>• Public sector partnerships could be very valuable for both parties; Uber could get toll tag data, integration with law enforcement dispatch for impact on traffic conditions</li> <li>• Ted wants to know what cities/municipalities are interested in, in relation to road segments. JB: <ul style="list-style-type: none"> <li>○ hotspot analysis (time of day, day of week)</li> <li>○ where does system start to decay? what is causing it? (bottleneck, ramp, construction, etc.)</li> <li>○ overall network flow - vehicle movements through network for signal optimization</li> <li>○ emergency services dispatch optimization</li> </ul> </li> </ul> <p>JB: Possibility for connecting to vehicle computer itself to understand health of the vehicle?</p> <p>JB: Two growing areas of driver risk in his experience:</p> <ul style="list-style-type: none"> <li>• Drowsy driving when we don't know what they were doing before driving</li> <li>• Type II Diabetes leading to diabetic shock (lose consciousness)</li> </ul>
<b>Link to deck (to share with SAB members)</b>	<a href="https://docs.google.com/a/uber.com/presentation/d/18KYPlafcWmJjQ2iT6sRqMVTnOR9UuBEazOYHafQEY6w/edit?usp=sharing">https://docs.google.com/a/uber.com/presentation/d/18KYPlafcWmJjQ2iT6sRqMVTnOR9UuBEazOYHafQEY6w/edit?usp=sharing</a>
Other notes	

## BHAV

<b>Session Name</b>	<b>User trust &amp; Advocacy</b>
<b>Overall thoughts</b>	<p>General Suggestions:</p> <ul style="list-style-type: none"> <li>• Reinforce the COC (Code of Conduct).</li> <li>• Create a "trust bank." If one poor story hits the press, we can</li> </ul>

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	<p>withdraw from our “trust bank” of positive stories to overwhelm the the negative story.</p> <ul style="list-style-type: none"> <li>• We need to tell driver’s stories, drivers are not “strangers” they’re people from trusted organizations. Those organizations should also be on our side: Veterans, Teachers, LE.</li> </ul> <p>Transparency Report Launch:</p> <ul style="list-style-type: none"> <li>• Data confidence is weak.</li> <li>• If we push this forward we’ll have to make a true commitment to transparency. Are we, as a company, ready to make that commitment? If incident rate numbers are not favorable for one quarter would we be willing to release them to truly be transparent?</li> <li>• Format: 1) We pre-screen, 2) Tech that keeps people safe 3) Public Safety 4) This is what safety looks like at Uber</li> <li>• Do a video or infographic, something visually heavy.</li> </ul> <p>Advocacy</p> <ul style="list-style-type: none"> <li>• We need to educate the public not build awareness (very different)</li> <li>• We need to inspire alliances rather than chase them down, Reentry groups, NPR and NELP would be good places to start.</li> <li>• There is value in objective groups telling our story.</li> <li>• Uber pushing our own data and our own incident rate is disingenuous - need external groups to push on our behalf.</li> </ul>
<b>Link to deck (to share with SAB members)</b>	<a href="https://docs.google.com/a/uber.com/presentation/d/1HJp0EcxaiM3u20CCyHkTNFVEg4S5mVP05TSOmiFzZvl/edit?usp=drive_web">https://docs.google.com/a/uber.com/presentation/d/1HJp0EcxaiM3u20CCyHkTNFVEg4S5mVP05TSOmiFzZvl/edit?usp=drive_web</a>
Other notes	<i>Can we make a viable argument that we are a socially conscious company when we’re actively allowing a certain level of risk on the platform?</i>

<b>Session Name</b>	<b>Process &amp; Policy</b>
<b>Overall thoughts</b>	<p>The board appreciated the thoughtfulness behind the way we create and enact policies however, they did have several suggestions.</p> <ol style="list-style-type: none"> <li>1. We desperately need a public facing policy center. BGC criteria and COC could also live there.</li> <li>2. Begin researching a viable diabetes policy - most people with severe diabetes cannot get commercial licences.</li> </ol>
<b>Link to deck (to share with</b>	<a href="https://docs.google.com/a/uber.com/presentation/d/1_yBfzoDnTZ3wngzBRpw_8PrGKSyiA4hY9Vze6kf0FIQ/edit?usp=drive_web">https://docs.google.com/a/uber.com/presentation/d/1_yBfzoDnTZ3wngzBRpw_8PrGKSyiA4hY9Vze6kf0FIQ/edit?usp=drive_web</a>

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<b>SAB members)</b>	
Other notes	

<b>Session Name</b>	<b>Trust Metrics</b>
<b>Overall thoughts</b>	<p>The board really liked the way we were thinking about trust metrics. Their biggest encouragement was to launch our own survey platform so we can get a weekly pulse on trust.</p> <p>In an ideal world, we would have a graph that would encompass everything that could influence trust. 1) product launches 2) high-profile incidents 3) high-profile partnerships 4) safety policy launches - how are these relative to the trust score?</p>
<b>Link to deck (to share with SAB members)</b>	<a href="https://docs.google.com/a/uber.com/presentation/d/1lr3yrN3ldwF5O_dRRvJRQW-67JBIAYISVkiQFuWUDEc/edit?usp=drive_web">https://docs.google.com/a/uber.com/presentation/d/1lr3yrN3ldwF5O_dRRvJRQW-67JBIAYISVkiQFuWUDEc/edit?usp=drive_web</a>
Other notes	

## TERENCE

<b>Session Name</b>	<b>Current state of BGCs and driver screening</b>
<b>Overall thoughts</b>	<p>The richest part of the discussion I found was the part where we tackled the following questions/prompts:</p> <ol style="list-style-type: none"> <li>1.How should we define "habitual offenders" - how many is too much?</li> <li>2.What crimes matter most, are predictive of unsafe driver partners?</li> <li>3.How should we think about lookback? How far back should we go?</li> </ol> <p>Jessica mentioned some research that she's come across in her work, and we had a subsequent follow up meeting to discuss how she can help us answers these questions either through her research, or through that of her esteemed colleagues. In addition to this, John approached me during the break to broach the topic of using secret shopping early on to ensure that</p>

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	new partner drivers get timely feedback/advice on how they should be acting/performing.
<b>Link to deck (to share with SAB members)</b>	<a href="https://docs.google.com/a/uber.com/presentation/d/1a4nMj1BEBD-HHEqXVaUSw9PhOXKMT-65WxMrzeBTIFQ/edit?usp=drive_web">https://docs.google.com/a/uber.com/presentation/d/1a4nMj1BEBD-HHEqXVaUSw9PhOXKMT-65WxMrzeBTIFQ/edit?usp=drive_web</a>
Other notes	

## DOROTHY

<b>Session Name</b>	<b>Communicating about Trust &amp; Safety in products</b>
<b>Overall thoughts</b>	
<b>Link to deck (to share with SAB members)</b>	<a href="https://docs.google.com/a/uber.com/presentation/d/1YNK3dRjc7YgH2-SsXJ9-3l3GgyhSXUW8hqjE3Oho5do/edit?usp=drive_web">https://docs.google.com/a/uber.com/presentation/d/1YNK3dRjc7YgH2-SsXJ9-3l3GgyhSXUW8hqjE3Oho5do/edit?usp=drive_web</a>
Other notes	

<b>Session Name</b>	<b>BGC to Reality campaign</b>
<b>Overall thoughts</b>	
<b>Link to deck (to share with SAB members)</b>	<a href="https://docs.google.com/presentation/d/1Cbp6E45yzV1WRSMtVGdt4Taa1WMlojM8c3aUB9hUQBk/edit">https://docs.google.com/presentation/d/1Cbp6E45yzV1WRSMtVGdt4Taa1WMlojM8c3aUB9hUQBk/edit</a>
Other notes	

<b>Session Name</b>	<b>Prop 47 Launch</b>
<b>Overall thoughts</b>	

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<b>Link to deck (to share with SAB members)</b>	
Other notes	

## JENA

<b>Session Name</b>	<b>Women's safety</b>
<b>Overall thoughts</b>	
<b>Link to deck (to share with SAB members)</b>	NA
Other notes (optional)	<p><b>NNEDV</b></p> <ul style="list-style-type: none"> <li>● Stats (mentioned by Cindy) <ul style="list-style-type: none"> <li>○ 55% on census day shelters provided transportation for victims</li> <li>○ 109 local programs had to reduce/eliminate transportation programs entirely</li> </ul> </li> </ul> <p><b>PILOT</b></p> <ul style="list-style-type: none"> <li>● <u>Administrative Recommendations</u> <ul style="list-style-type: none"> <li>○ Account must be managed by shelter manager, staff (protected by law to not disclose victims' names, information, etc.)</li> <li>○ Most relevant in urban centers when public transit closes. Also in suburban communities where public transit is not an option.</li> <li>○ Structure: Consider donations to state coalitions for distribution. Why? 50 state coalitions, 2000+ shelters nationwide.</li> <li>○ Identify 4 markets for pilot: 2 for shelter rides, 2 for phone donation <ul style="list-style-type: none"> <li>■ DC area? Strong NNEDV local presence.</li> </ul> </li> <li>○ Establish parameters (geo, time, etc.) <ul style="list-style-type: none"> <li>■ Could run into a situation where shelters need to move victims across state lines</li> </ul> </li> </ul> </li> <li>● <u>Shelters // Ride Donation</u> <ul style="list-style-type: none"> <li>○ What should the partnership look like?</li> <li>○ What should we look for in partners?</li> <li>○ What is an appropriate per shelter donation? <ul style="list-style-type: none"> <li>■ Could be anywhere from 5-50 rides.</li> </ul> </li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>■ Keep in mind, shelters will reallocate funds from transportation to lodging, etc.</li> </ul> </li> <li>○ What kind of role can phones donation play?           <ul style="list-style-type: none"> <li>■ Not just to use Uber, but for women in need of smartphone device</li> <li>■ Give shelters a U4B account + phone</li> <li>■ Leverage relationship w/ national carriers to provide service plans for women in need or shelters.</li> </ul> </li> <li>○ What shelters could we work with?           <ul style="list-style-type: none"> <li>■ Identified a need to have a POC who understands the technology and can report back on bugs.</li> </ul> </li> <li>○ Safety Concerns           <ul style="list-style-type: none"> <li>■ How to ensure safety of victims when word gets out about this partnership and initiative?</li> </ul> </li> </ul> </li> <li>● <u>Phone Donation</u> <ul style="list-style-type: none"> <li>○ NNEDV works w/ Verizon on <a href="#">HopeLine</a> (Opportunity for partnership?)           <ul style="list-style-type: none"> <li>■ Verizon piloted a program where they gave shelters a finite number of phones that were returned when victim left the shelter.</li> <li>■ <a href="#">Telestra donated 5,000 new smartphones to DV victims</a></li> </ul> </li> <li>○ Pay as you go plan is best, pre-loaded with \$XX credits.</li> <li>○ How many phones would shelters need? -- Cindy can survey</li> </ul> </li> <li>● <u>Other Ideas</u> <ul style="list-style-type: none"> <li>○ UberRUSH: delivery of protection orders, pick up donations, etc.</li> <li>○ Survivors as driver-partners: telling the flexibility story.</li> </ul> </li> </ul>
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**STEVE**

<b>Session Name</b>	<b>CA Safety Challenges</b>
<b>Overall thoughts</b>	<p>In line with the likely emphasis of the upcoming legislative session, we spent most of this session brainstorming on how we might be able to build a narrative and coalition that focuses on our holistic approach to safety rather narrowly on FBI background checks/fingerprinting. The SAB had the following helpful feedback:</p> <ul style="list-style-type: none"> <li>● We need to be in favor of something--safety, the use of technology, opportunity--not just against fingerprinting.</li> <li>● Emphasizing our unique and new safety technology is important. It is something we can offer that legacy companies can't, and that is important and persuasive.</li> <li>● Finding ways to emphasize the deterrent effect of that technology is critical so that it is seen as a way to prevent incidents not just</li> </ul>

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	<p>respond to them.</p> <ul style="list-style-type: none"> <li>○ To that end, the Board agreed that something like a reminder to drivers who log in that their trips are tracked would be helpful--both in creating a deterrent and giving us something concrete to point to.</li> <li>● Building a broad-based coalition to support our approach--stakeholders across the political spectrum, technology advocates, business groups, etc.--is critical to our success. <ul style="list-style-type: none"> <li>○ This includes having voices to our “left” so that we are viewed as more thoughtful/moderate.</li> <li>○ It also avoids our view being discounted as an interested party.</li> </ul> </li> </ul>
<b>Link to deck (to share with SAB members)</b>	N/A
Other notes (optional)	

## SARAH

<b>Session Name</b>	<b>Smart Cities &amp; Data Sharing</b>
<b>Overall thoughts</b>	<p>The attendants had a lot of great feedback on the presentation--it was particularly rewarding to hear how useful and valuable they thought such a project could be, as well as several applications for the data that I hadn't thought of before.</p> <p>One point that was particularly well taken was that cities vary greatly; one city may use data and interpret the appropriate response to analysis from another. This underlines both our need to establish good working relationships with multiple cities, and for creating a flexible product.</p>
<b>Link to deck (to share with SAB members)</b>	<a href="https://docs.google.com/a/uber.com/presentation/d/189gkBsft7z60dqq3Nz6gCtfvjrNn810SL4XJliddxxew/edit?usp=sharing_eid&amp;ts=565c961a">https://docs.google.com/a/uber.com/presentation/d/189gkBsft7z60dqq3Nz6gCtfvjrNn810SL4XJliddxxew/edit?usp=sharing_eid&amp;ts=565c961a</a>
Other notes (optional)	<p>From Amy:</p> <ul style="list-style-type: none"> <li>● Sarah's presentation sparked a lot of great conversation, and I think the board members are very interested in engaging in this topic. They</li> </ul>

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	<p>had a lot of ideas around data that could be useful for cities and approaches to communicating with city stakeholders (see below). I noticed two types of data emerge from the conversation, 1) data for general city operations and maintenance, and 2) data for long range transportation planning and research. The things we discussed for the most part seemed to fall into the first category - data that Uber can provide to cities as indicators of overall (not Uber-specific) infrastructure quality and roadway performance, in real time and historically. In the case of long range planning, a major goal of this type of planning is understanding broader trends in how people are choosing to travel. Knowing origin and destination patterns in cities, and specifically those that are Uber trips, could actually be quite helpful for cities and researchers thinking about how transportation is going to evolve. This is perhaps something to discuss internally with the policy group (if it hasn't been discussed already).</p> <ul style="list-style-type: none"><li>● Reaching out to other communities beyond Boston</li><li>● Adding asset management and understanding the aging infrastructure as a use case for Uber data (cities do an asset analysis about every 5 years)</li><li>● Thinking about how to use Uber data to communicate transportation demand management strategies, such as employers using shift splitting to reduce demand during rush hours</li><li>● Traffic management centers in cities would likely find the types of data we discussed very useful, although it's important to keep in mind that when cities adopt new technologies, they tend to stick with them at least 10-15 years</li><li>● Data sharing partnerships could be done a couple of ways, including 1) targeted conversations with cities that can be expanded to other/larger jurisdictions, and 2) collective conversations through groups such as NACTO</li><li>● Potential partners: Siemens, Iteris</li></ul>
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