

Metadata

Account	uber.com	SEMANTIC
All Custodians	Fuldner, Gus;Maredia, Sarfraz;Uber Technologies, Inc.	SEMANTIC
All Paths	Maredia, Sarfraz: \Maredia, Sarfraz\EDISCO-25479_GC_@uber.com-1.zip\EDISCO-25479_GC_@uber.com_0.mbox.zip\EDISCO-25479_GC_@uber.com_0.mbox; Maredia, Sarfraz: \Maredia, Sarfraz\EDISCO-25479_GC_@uber.com-1.zip\EDISCO-25479_GC_@uber.com_0.mbox.zip\EDISCO-25479_GC_@uber.com_0.mbox	SEMANTIC
Application	RFC822 Email Message	SEMANTIC
Attachment Names	2019-12-05.png	SEMANTIC
Begin Family	UBER_JCCP_MDL_000208845	SEMANTIC
Confidentiality	Confidential	SEMANTIC
Date Created	12/06/2019 6:06 am	SEMANTIC
Date Modified	12/06/2019 6:06 am	SEMANTIC
DocID	ACD7onpYwSaLgrpuwQqb3wfxN6IJzP/S9S1fpqxYwvxXUwpK772i4gb0QYJv/6oW2xnC6Kqzl+iBWxWDlgitPzoqWiHUQJIL+TQ60N/2oB2m1tLBBWGB8XTS6OeyKguLCEohtOlx58OFEG7E4qx2QmFSxBtcXVVVIm4jLPaK+UaLleW0bvYTX8fckW1FSII6BdDNXzFr/mEyE7e1iQqol80xvK36Usa9pTp+btAZj0Am0X/wkcvjnQ3GAS56rWTA2cpXhv8EFypCBfwgYj18zQLa1yNzSP86I36pTzccEo0xdR8WYNmo25gtZx+iJvAPmsnBSHjbK KciCn2Xw29RA+jHhZCqqZYAZsFScuMWj0Z2KZNC9gngcnxjuYo/3174ZSkdKSloLS/R53IE2ZONG83YhuBcf41ZZb239y1wUxhzOmFGL4F981AlZT3mehMBPoNwve98hpZ ZuHCtM1KS6zW14yr21DHq4ePIWYGLt3ucAz1sxxZ9zy7KxTki5RyNwguM4xlqfxtQ1 XuEBGzDxMuvlaFtkwtjfoNj9Fng+PdepXiKZF8UXnE1eIMCJS4yVdnEal3Wal.cilehTp ZheBVHU9jES6rOQv7MUeBljtY2H8mvAp6BXuQCvvn95gDF2wWfEhAEgfQc2wqS5X dTtBTM8DslrDKMaleYhGKxaE8+AKIQ1MpSL9leMQHZ89mCm6vsExrYnalAsfg4xb5l /+KtUF0Gf0HMX0CnN5EzmNFSCMHvujOh+NleChj4CuBNhBDnDPsk0bve1pUlaQZr HQ/4w35ztjS3G+kaBrHRfdGviXmvvpTehby/CJTLRWGmjvB9xS6QB6U6YevmzVXttS T6k6CESTA==	SEMANTIC
End Family	UBER_JCCP_MDL_000208851	SEMANTIC
File Size	42234	SEMANTIC
Hash Value	916fa4bb2983c1dc1724f637cec3784b	SEMANTIC
Hidden Content	No;	SEMANTIC
ILS All Bates	UBER_JCCP_MDL_000208845;UBER_JCCP_MDL_000208846;UBER_JCCP_MDL_000208847;UBER_JCCP_MDL_000208848;UBER_JCCP_MDL_000208849;UBER_JCCP_MDL_000208850	SEMANTIC
ILS Document Date	12/06/2019	SEMANTIC
ILS Prod Date	8/26/2024	SEMANTIC
ILS Prod Vol	Vol044	SEMANTIC
Other Custodians	Uber Technologies, Inc.;Fuldner, Gus;Maredia, Sarfraz	SEMANTIC
Primary Date	12/06/2019 6:06 am	DOC_TYP E_ALIAS
Production Volume	Vol044;	SEMANTIC
Redacted	No	SEMANTIC
Sort Date	12/06/2019 6:06 am	SEMANTIC

Message

From: [REDACTED]@uber.com [REDACTED]@uber.com]
Sent: 12/6/2019 6:06:19 AM
To: [REDACTED]@uber.com [REDACTED]@uber.com
Subject: 9CVILAAAAAE-MBI-FLAT:2019-12-05T11:06:19.940047
Attachments: 2019-12-05.png

[REDACTED]@uber.com December 6, 2019 at 6:06:19 AM UTC
How are you feeling so far

[REDACTED]@uber.com December 6, 2019 at 6:11:08 AM UTC
Neutral is a win here

[REDACTED]@uber.com December 6, 2019 at 6:11:20 AM UTC
The stories are getting more positive

[REDACTED]@uber.com December 6, 2019 at 6:11:24 AM UTC
Look at nyl.com
<http://nyl.com>

[REDACTED]@uber.com December 6, 2019 at 6:11:39 AM UTC
from a desktop

[REDACTED]@uber.com December 6, 2019 at 6:12:09 AM UTC
2019-12-05.png

[REDACTED]@uber.com December 6, 2019 at 6:12:58 AM UTC
The print headline is much tamer

[REDACTED]@uber.com December 6, 2019 at 6:13:00 AM UTC
"Uber Offers Rare Window Into Its Safety Record"

[REDACTED]@uber.com December 6, 2019 at 6:13:09 AM UTC
Yeah, agreed

[REDACTED]@uber.com December 6, 2019 at 6:13:20 AM UTC
And the article is fair

████@uber.com December 6, 2019 at 6:13:37 AM UTC
Wigdor, the law firm that started this in Q2 2018 is laudatory

████@uber.com December 6, 2019 at 6:13:41 AM UTC
in the article

████@uber.com December 6, 2019 at 6:14:02 AM UTC
Have you heard about the Lyft meeting this morning?

████@uber.com December 6, 2019 at 6:15:10 AM UTC
We had a call with Lyft at 9am. Myself and Andy Byrne about deactivation sharing.

████@uber.com December 6, 2019 at 6:15:25 AM UTC
And they brought up the safety report

████@uber.com December 6, 2019 at 6:16:12 AM UTC
And pushed hard on doing a joint report. It was super awkward. We said we committed to do it by the end of the year and we are going to hustle to get it done by then.

████@uber.com December 6, 2019 at 6:16:48 AM UTC
And then they seemed to think there was some way we could do a joint report with an neutral auditor by the end of the year if we started today

████@uber.com December 6, 2019 at 6:17:41 AM UTC
And seemed to honestly believe that

████@uber.com December 6, 2019 at 6:18:13 AM UTC
I said it took 2.5 weeks to schedule the call we were having. How could one possibly do all that in the remaining 4 weeks of the year.

████@uber.com December 6, 2019 at 6:18:23 AM UTC
How can they be so undisciplined about this stuff

████@uber.com December 6, 2019 at 6:18:37 AM UTC
Do you think the timing was totally coincidental?

████@uber.com December 6, 2019 at 6:18:41 AM UTC

Yes

██████████@uber.com December 6, 2019 at 6:18:50 AM UTC

I was involved in scheduling

██████████@uber.com December 6, 2019 at 6:19:01 AM UTC

Got it

██████████@uber.com December 6, 2019 at 6:19:12 AM UTC

we were brining in the date in order to deliver the message on deactivation sharing ahead of the ad tomorro

██████████@uber.com December 6, 2019 at 6:19:44 AM UTC

I think they thought we would just keep pushing into the future vs doing it this year.

██████████@uber.com December 6, 2019 at 6:19:53 AM UTC

They said they were starting to put some numbers together

██████████@uber.com December 6, 2019 at 6:20:41 AM UTC

But I think the had no sense of the depth of work that went into this

██████████@uber.com December 6, 2019 at 6:21:03 AM UTC

Though I expect they have some sense when they get 84 pages with 100+ footnotes

██████████@uber.com December 6, 2019 at 6:21:10 AM UTC

Exactly

██████████@uber.com December 6, 2019 at 6:21:46 AM UTC

We may need to help them along in order to move the ball forward on deactivation sharing

██████████@uber.com December 6, 2019 at 6:21:50 AM UTC

Now they can't do a 10 page pdf with 50% of it in smiley graphics like they were hoping to do

██████████@uber.com December 6, 2019 at 6:22:01 AM UTC

yep

██████████@uber.com December 6, 2019 at 6:27:27 AM UTC

So you're feeling okay so far?

██████████@uber.com December 6, 2019 at 6:27:46 AM UTC

There certainly isn't deleteuber2 at this point

██████████@uber.com December 6, 2019 at 6:27:50 AM UTC

I thought the social would be a little worse but the headlines a little less sensational

██████████@uber.com December 6, 2019 at 6:28:13 AM UTC

I think Tony is a bit disappointed re: the articles vs. the interviews

██████████@uber.com December 6, 2019 at 6:28:18 AM UTC

particularly Glamour

██████████@uber.com December 6, 2019 at 6:28:25 AM UTC

Which supposedly was the best interview

██████████@uber.com December 6, 2019 at 6:28:30 AM UTC

I didn't love his NYT quotes

██████████@uber.com December 6, 2019 at 6:28:54 AM UTC

Re: numbers being jarring and hard to stomach

██████████@uber.com December 6, 2019 at 6:30:32 AM UTC

I expected more of the articles to touch on the declining trend but at least most were clear about the incident rates being low

██████████@uber.com December 6, 2019 at 6:30:54 AM UTC

Jill's every story with an advocated didn't really come true

██████████@uber.com December 6, 2019 at 6:31:02 AM UTC

especially the NBC thing

██████████@uber.com December 6, 2019 at 6:31:20 AM UTC

There were several advocates and the interview itself was at the DC rape crisis center

██████████@uber.com December 6, 2019 at 6:31:26 AM UTC
but no advocates in the segment

██████████@uber.com December 6, 2019 at 6:31:31 AM UTC
Interesting

██████████@uber.com December 6, 2019 at 6:31:49 AM UTC
Was good to see them turn out in force on social though

██████████@uber.com December 6, 2019 at 6:32:02 AM UTC
There is some really good stuff coming tomorrow

██████████@uber.com December 6, 2019 at 6:32:17 AM UTC
What do you mean

██████████@uber.com December 6, 2019 at 6:32:37 AM UTC
Just forwarded you the post from Urban Institute and Railance on their channels

██████████@uber.com December 6, 2019 at 6:33:22 AM UTC
That is the cover for their geeky review of the report accuracy here: <https://www.nsvrc.org/uber-taxonomy-use>
<https://www.nsvrc.org/uber-taxonomy-use>

██████████@uber.com December 6, 2019 at 6:35:40 AM UTC
Just read the attachment from the forward — that's great

██████████@uber.com December 6, 2019 at 6:36:39 AM UTC
Fingers crossed that this is a 2-3 day cycle vs a full week cycle

██████████@uber.com December 6, 2019 at 6:37:08 AM UTC
I think it is plausible. We'll know morning once we see the morning shows and print

██████████@uber.com December 6, 2019 at 6:37:19 AM UTC
It is a ton of content for journalists to get thorough

██████████@uber.com December 6, 2019 at 6:46:16 AM UTC
Interesting that Tina Tchen didn't tweet anything

████@uber.com December 6, 2019 at 6:53:25 AM UTC
She is conflicted in her new role

████@uber.com December 6, 2019 at 6:53:35 AM UTC
And Times Up asked for a \$1MM sponsorship

████@uber.com December 6, 2019 at 6:54:22 AM UTC
Love the quid pro quo from these nonprofits

████@uber.com December 6, 2019 at 6:55:00 AM UTC
Perhaps I'm being too harsh though