

# Metro Mobility Task Force: Uber Technologies

---

*Note: Thank you for the opportunity to provide this additional information about Uber's service and partnerships. Uber has participated in a number of pilot partnerships across the country and seeks to use learnings from past pilots to help inform future partnerships. Many of the questions asked are about specific policies that Uber uses in partnerships. Our answers are high level because many of these policies can be adjusted to meet the goals and needs of individual partnerships. We look forward to the continuing conversation about how Uber can assist with transportation needs in the Twin Cities.*

---

## Customer Accessibility and Customer Experience/Satisfaction:

### Is an app required to access your service?

Yes.

### How are your customer facing web pages and apps for accessibility by people with visual and developmental disabilities?

#### Riders who are blind or low-vision

With VoiceOver iOS, Android TalkBack, and wireless braille display compatibility, the Uber app makes it easier for riders who are blind to get from A to B at the push of a button.

- [Here's how to use the Uber app's iOS Accessibility Features](#)
- [Here's how to use the Uber app's Android Accessibility Features](#)

#### Riders who are deaf or hard of hearing

Audio is not needed for full functionality of the Uber app. Assistive technology such as visible and vibrating alerts can help riders who are deaf or hard of hearing use the Uber app easily, and in-app features, such as the ability to enter destination, can facilitate non-verbal communication between the rider and driver-partner.

#### App accessibility certification

The Uber Rider app is monitored and tested regularly by internal resources and by AudioEye, Inc., a 3rd-Party provider of Accessibility testing and monitoring. The AudioEye certification process involves automatic and manual testing with the goal of meeting Web Content Accessibility Guidelines (WCAG) 2.0 Level AA Standards. [Read more here.](#)

### Do your apps allow integration? (I.e. Could we design a system where the customer can see status of a connecting trip, or pay for both trips?)

Uber allows for app integration in certain cases. [See more here.](#)

### Will your drivers escort door-through-door and assist with bags or mobility devices, when needed and appropriate?

Uber drivers typically remain in or very close to their vehicle and do not go into the homes of riders. Many drivers assist riders with bags or mobility devices. All Uber drivers are

independent contractors who make their own decisions about the best ways to provide service to their customers. Uber provides educational material to drivers that highlight situations where riders may want or need special accommodations.

### **How do you track and report customer complaints to your partner agencies?**

This is an important part of all Uber partnerships and is tailored to meet the specific goals of each partnership. Uber solicits feedback from both riders and drivers after each trip via two-way rating system. Uber has a customer support team which receives this feedback and is trained to address complaints from riders and drivers. Uber also wants to make sure that complaints that are provided directly to partner organizations are provided to us, so we can work with partner organizations on program changes and improvements.

### **How are trip denials handled? How about Customer No Shows?**

If a rider or driver has to cancel, the Uber connects them with the next available, closest rider or driver. We expect drivers using the Uber app to comply with all relevant state, federal and local laws governing the transportation of riders with disabilities, including transporting service animals. Once a driver arrives at the pickup location, a rider has five minutes to get to the car or they are considered a “No Show” and the driver may cancel and move on to the next trip.

## **Service requirements/Meeting demand:**

### **In a time of workforce shortages, how does your agency ensure peak demands for service are met?**

Uber communicates regularly with drivers about periods of high demand, whether this is a large event, bar closing time, or bad weather. Uber also allows for dynamic pricing, which helps riders to get a ride when they need it, even in periods of high demand.

## **Vehicles/Fleet**

### **How do you serve non-ambulatory passengers?**

All vehicles on the Uber app can accommodate a foldable wheelchair.

### **What percentage of your fleet is lift-equipped?**

Uber is a technology company that owns an app that allows for riders to connect with drivers. Uber does not own or operate a fleet of vehicles. Uber drivers use their own personal vehicle to provide rides through the Uber app. Uber does not track the number lift-equipped vehicles on the Uber app in Minnesota.

### **How are vehicles identified to customers as available to persons with various disabilities, assistance animals, Mobility devices or tie down equipment?**

Riders can expect all vehicles requested through the app will accommodate service animals and foldable wheelchairs.

### **How do you ensure the vehicles are safe and reliable? Do you review maintenance records? Inspected?**

In the Twin Cities, Uber is required to collect proof of a vehicle inspection from all drivers. Uber drivers are required to have a vehicle inspection conducted annually. All vehicles are required to be 10 model years or newer or have 150,000 miles or newer at the time of their annual vehicle inspection.

**Do you share vehicle tracking information (GPS) with partner agencies for customer complaint resolution?**

Uber has an obligation to protect the privacy of riders and drivers, and this includes account information and trip information. In certain circumstances, when investigating issues, Uber provides information to partners or law enforcement, but always does in strict adherence to our [privacy policy](#).

## Fares/Payment

**How are apps modified, if at all, to display the subsidized fares (rather than the whole fare) to the customer?**

This depends on the type of partnership/promotion that is developed between Uber and partner organization. For example, if a partner provides riders with a certain amount of ride credits, the regular fare will be displayed, but the payment will come from the credits instead of the rider's credit card. If a partner provides a dollar or percentage discount available via promo code, the discounted rate will be shown in the app before the ride is requested.

**About 1/3 of Metro Mobility passengers consistently pay cash. Have you made any exceptions to your no cash policy for unbanked customers?**

Payment through the Uber app is a safety feature that benefits both riders and drivers. Uber rides can be paid for via gift cards that can be purchased online or in many large retail stores with cash.

**Do any of your public private partnerships include fare payment integration?**

Most partnerships include a payment structure where a rider is charged the subsidized rate, a driver is paid the full rate, Uber pays for the difference to the driver and invoices partner organizations on a monthly basis.

**If your service utilizes pre-paid cards, can they integrate with our region's Go-To Card?**

This is something we can explore, but will depend on the specific functionality of the Go-To Card.

## Driver Training

**Metro Mobility has unique training requirements for its contracted providers to ensure adherence to Council service quality standards and to meet regulatory requirements for service.**

**Do you have Special Transportation Services (STS) certified drivers?**

Drivers who partner with Uber may have additional certifications, but the STS certification is not required for rideshare drivers in Minnesota.

**Are drivers trained to utilize tie-downs and assist with mobility devices?**

Uber drivers in MN are not required to receive training related to using tie-downs because this is not applicable for the Uber products currently available in Minnesota. However, drivers do assist riders with mobility devices such as foldable wheelchairs, walkers, canes, etc.

**How would you administer unique training requirements that may be required under separate agreement?**

Uber can inform drivers about partnerships and policies through a number of different mechanisms. These are tailored to meet the goals of a specific partnerships.

**How do your policies prevent discrimination based on location (perception of “bad neighborhood” or average rider rating?)**

Uber conducts trips in every zip code in Minneapolis and Saint Paul on a daily basis. It is unacceptable for Uber drivers to refuse to provide services based on characteristics like a person’s race, color, religion, national origin, disability, sexual orientation, sex, marital status, gender identity, age or any other characteristic protected under relevant federal, state, or local law. Actions like these may result in permanent deactivation of a driver’s account. In addition, it is not acceptable to discriminate on the basis of a rider’s destination.

## **Safety / Security**

### **Incident Response reporting and tracking**

**How are vehicle location data monitored (GPS)? Is there a centralized dispatch or control center that knows the location of the vehicles?**

Yes.

**How are drivers communicating with law enforcement or emergency medical personnel if needed?**

In case of an emergency, riders and drivers are instructed to contact local law enforcement.

**How are incidents and accidents reported, tracked and shared with the transit agency? How do you track and report customer complaints to your partner agencies?**

Uber solicits feedback after each trip via two-way rating system and puts in place specific reporting structures based on the goals of individual partnerships. Uber has a customer support team which receives feedback from riders, drivers, and partnerships and is trained to address complaints. In certain circumstances, when investigating issues, Uber provides information to partners or law enforcement, but always does in strict adherence to our [privacy policy](#).

**Do you carry liability and insurance coverage required as standard in Council contracts?**

We maintain the requisite insurance as required for Transportation Network Companies in the state of MN.

## **MBTA partnerships (Uber/Lyft)**

**How is a shared ride model implemented with the MBTA the Ride pilot (Uber/Lyft)?(ie. when a certified customer requests a ride through this program, does the driver pick up other riders? Do the other passengers have to be certified, or can they be general public?**

This depends on the type of product that a rider uses. A MBTA/Uber ride for uberPOOL allows for the rider to reserve 1 or 2 seats in a shared car; if using uberX, up to 4 seats can be used. When a ride is requested a driver receives a rider's name and location in the app, and the driver confirms passenger information at the pick up.

**According to the website, all of MBTA the Ride's service area is covered under the Uber/Lyft pilot program. Does this include rides with service protected by federal regulation (ADA, FTA)?**

This question is best answered by MBTA.

**Are these ADA rides treated differently?**

This question is best answered by MBTA.

**Are drivers informed of the certified status of the customer and that this would be a subsidized ride?**

No.

## **Regulatory Compliance and Consumer Fraud**

### **Identity validation**

**How do you ensure that the person eligible for the service is the person being transported?**

Uber rides are requested via a personalized individual rider account. The account holder applies for the MBTA partnership and is approved. MBTA then provides Uber the list of approved account holders and Uber unlocks their account as eligible for the program.

### **Data sharing**

**What is organizational policy on data sharing with partner agencies? As a public agency, the Metropolitan Council needs to ensure transparency and accountability to public.**

Data sharing is an important part of every partnership and is customized to meet the individual goals of each partner. For example, Uber shares a dataset with MBTA on a monthly basis that includes every RIDE trip in the previous month including the RIDE ID of the customer, trip time, rider/MBTA billed amount, and zip codes of pickup and dropoff.

Uber will not, however, provide partners with rider or driver personally identifiable information or information that it deems confidential, proprietary or a trade secret.

### Employee testing/screening

**Does provider comply with FTA requirements of public transportation such as FTA Drug and Alcohol screening, post-accident testing, and other Safety Sensitive position requirements?**

This is not required for ridesharing in any city in Minnesota.

**Are drivers subject to DOT physicals?**

This is not required for rideshare drivers in any city in Minnesota.