



BRIEFING FOR LEON

MEETING WITH DAVID PLOUFFE - UBER

Date: 10 December 2015

Time: XXX

Location: XXX

Expected attendees:

- Leon Daniels
- David Plouffe (Uber's Global Head of Strategy)
- Andrew Byrne (Uber's UK Head of Public Policy)

Background

David Plouffe is visiting the UK and asked to meet with Mike Brown following his confirmation as Commissioner "to introduce the business and explore how we can work together". Mike's office asked you meet on his behalf.

David is based in Washington D.C and is an Uber Board member. He previously worked as a campaign manager and Senior Adviser to President Obama.

David has recently been keen in public to highlight that Uber works to supplement income to its 'partner drivers' and offers flexibility to suit their lifestyles.

David's Twitter account is @davidplouffe

UberPOOL

Suggested lines to take

- UberPOOL was launched on 4 December and we look forward to seeing if it proves popular.
- As we have said publicly, we welcome new services that widen choice and make life easier for Londoners.
- However, as regulator, we work to ensure operators put appropriate controls in place to protect the safety of customers.
- While ride-sharing services using licensed private hire vehicles do not require a separate operator's licence, these services do require the specific consent of each customer involved.
- As you know, we have been given assurances from Uber on matters relating to insurance and data-protection. We expect Uber to ensure that it is delivered safely and lawfully at all times. If it were to be found that this was not the case, then there could be implications for your operator's licence.
- We are aware of the difference between UberPOOL and UberPOP and are reassured Uber has no plans to launch UberPOP in the UK.

Background

- UberPOOL is different to UberPOP, which exists in other European countries, operates as a ride-sharing platform. This service intends to let drivers without a professional license transport customers, who hail them using a smartphone app, in their own cars.
- We had been in discussions for some time, however we met with Uber to discuss the proposal in detail for the first time on 17 September. Following our request, Uber then provided further written material on 26 September. The final correspondence on the matter was from Peter Blake to Jo Bertram and is attached as Appendix A for reference.
- As per the letter, we have now raised the issue with the Information Commissioner to ensure the safety and security of the personal information of Londoners.

Private Hire Regulations Review

Suggested lines to take

- We would welcome Uber submitting their views to the Private Hire Regulations Review consultation which is open and runs to 23 December 2015.
- We have asked Jo Bertram if she would like to meet us as part of the consultation.
- Primary goals of the Review are:
 - Promote passenger safety
 - Update the current regulations to reflect recent developments
 - Introduce some key policy objectives
- We are very much aware some of proposals have attracted much comment in the media, some of which has suggested that TfL is anti-innovation and indeed, anti-Uber.
- Actually we embrace innovation and technology that benefits Londoners and the city's visitors. This can be seen through Oyster, contactless and Apple Pay, our release of live data to assist third-party app development and state of the art on-street technology to keep London moving. It is simply now necessary to modernise the existing regulations so that they reflect the modern world in which we live.
- Following the closure of the consultation we will analyse the response (which is currently nearly 10,000 submissions) and consider:
 - Which proposals have support and can be taken forward ASAP?
 - Which proposals have support but require more work and will be implemented in the coming months?
 - Which proposals do not have support?

Background

- Andrew Byrne was given a courtesy meeting with Peter Blake, alongside Hailo as another (at the time) private hire app-based operator on 28 September before the launch of the consultation on 30 September.
- We intend to complete the Review and confirm the final changes at the March 2016 TfL Board.