

TRANSPORT FOR LONDON

INTERNAL BRIEFING TO MD SURFACE

SUBJECT: David Plouffe, Uber's Global Head of Strategy meeting preparation

DATE: 10th December 2015

Author:

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Distribution:

Leon Daniels

PURPOSE

David Plouffe, UBERs Global Head of Strategy, is meeting with you on Thursday 10th December. The meeting originates from contact from UBERs Public Policy Department (Andrew Byrne – who met with TfL in August) requesting the opportunity to meet with the Commissioner to introduce the business to TfL and explore ways in which we are able to work together.

Previous engagement with UBER from Natalia's side:

- You and Natalia met UBER at the Automated Vehicles Symposium in Michigan in July. Contact established was with UBER's new centre for Advanced Technologies which was recently set up in Pittsburgh in cooperation with Carnegie Mellon – this is an area of particular interest for TfL. We only met at their booth, not formal meetings. However, this resulted in a meeting being set up in London in August. See below.
- Natalia met with Andrew Byrne UBER in August to explore areas of mutual interest; this was as a result of the contact made in Michigan.

THESE WERE NEXT STEPS OF THAT MEETING (which have not been followed through yet as per your direction)

- Explore discussion surrounding connected mobility and automation
- Discuss format, technical feasibility and political issues surrounding data sharing.

MUTUAL INTEREST / ONGOING DISCUSSION

UBER showed willingness to have a further conversation surrounding sharing data for mutual benefit, including:

- Traffic info from app (traffic lights functionality/ traffic bottlenecks)
- 250 geofences are used to provide a heat map based on proxy's for demand
- Night tube data and the impact on UBER

ANNEX: USEFUL BACKGROUND INFORMATION

UBER AND CARNEGIE MELLON

Uber have collaborated with Carnegie Mellon to create a strategic partnership and an Advanced Technologies Centre. The focus of the centre is on key long-term technologies with a view to develop mapping, vehicle safety and autonomous technology.

DEVELOPMENT OF UBER – MAPPING

UBER have the view to develop their own mapping system rather than rely on the like of google maps/ apple maps.

UBER have bought BING's mapping division and have hired Brian McClendon, Ex Google VP of Maps.

<http://uk.businessinsider.com/uber-buys-part-of-microsoft-bing-for-its-mapping-project-2015-6?r=US&IR=T>

<http://www.sparpointgroup.com/news/vol12no43-velodyne-lidar-to-provide-hdl32e-for-bing-maps>

<http://www.theverge.com/2015/5/22/8643047/uber-self-driving-car-first-pictures>

SOME FACTS ABOUT THEIR OPERATION IN LONDON as disclosed at the meeting between Natalia and Andrew Byrne



DAVID PLOUFFE, BIO (Head of Global Strategy)

David Plouffe is an American political strategist best known as the campaign manager for Barack Obama's 2008 presidential campaign. Plouffe was an outside senior advisor to Obama since the president's first day in office and was then appointed as a Senior Advisor to the President (inside the White House) 2011 following the resignation of David Axelrod, who went on to start Obama's reelection campaign. In September 2014, he became the Senior Vice President of Policy and Strategy for transportation network company startup Uber. In May 2015, he left that role to become a full-time strategic adviser for the company.



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Notes:

- Plouffe was number four on *Newsweek's* list of "New Thought Leaders,"
- Author of *The New York Times* best seller, *The Audacity to Win: The Inside Story and Lessons of Barack Obama's Historic Victory*
- He was inducted into The American Association of Political Consultants' Hall of Fame.