



Mr. Richard Proehl  
Chairman, House Transportation Committee  
Kansas State Capitol  
300 SW 10th Street  
Topeka, KS 66612

February 19, 2020

Re: HB 2614

Dear Chairman Proehl and members of the committee,

Every week, tens of millions of Americans make the choice to get where they are going by taking a ride on the Uber platform. The digital technology used by Uber to connect riders and drivers together in the real world has enabled a revolution in transportation and mobility that has changed the way that people are able to move about the world and connect to flexible earnings opportunities. We are both proud of this accomplishment as well as very conscious of the responsibilities it brings upon us to promote safety on the platform that helps ensure the well-being of riders and drivers alike.

We would like to thank Representative Holscher for bringing this bill, and for her interest, and that of the cosponsors, to standing for safety. As currently written, the legislation mandates the use of trade dress on transportation network company (TNC) vehicles and sets forth standards for its deployment and use. We understand the intent of the authors is to assist riders in getting into the correct vehicle and thereby combat the issue of imposter drivers who may seek to do harm.

We wish to make clear to the committee that we appreciate the intention of the authors, but we must stress that trade dress is not a safety feature and external modifications to the vehicles of drivers on TNC platforms should not be encouraged as a reliable safety tool for riders. Predators seeking to do harm to riders are able to obtain fake trade dress and will always be able to modify their vehicles to standards created with good intent.

Instead, our work with safety experts and law enforcement across the country has shown that having riders rely on the information displayed in their apps, which is tightly controlled by Uber, is the best practice and ultimate arbiter of safety on the platform. Currently, riders are presented with the following information to ensure they get in the correct vehicle:

- Real time geolocation on a map of their own location and the location of the correct vehicle
- A picture of the correct vehicle (make, model, year, and color) as well as this information displayed

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in text

- The license plate number of the correct vehicle
- A picture of the driver and the driver's name

In addition, Uber has launched a range of safety features and education campaigns to promote safety on the platform and safe behaviors by riders. These include:

- **The What's My Name Campaign:** Educating riders on verifying the license plate number of the vehicle they are approaching and asking the driver to state the rider's name (this info is provided to the driver.)
- **Check Your Ride Feature:** Push notifications in the app to riders to remind them to check the license plate number of the vehicle as the vehicle approaches
- **911 Integration and Safety Toolkit:** The Uber app now includes a safety toolkit button with a feature to share your trip location and contact 911 in the event of an emergency with the push of a button

Uber is proud to operate statewide in Kansas and we appreciate the sincere concerns of members of the legislature on this important issue. We request that the committee hold this legislation in order to allow for further conversations and work with the sponsors.

Sincerely,

Nick Juliano

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